



(2)

Col. Berle

NBC COLOR TELEVISION NEWS

October 1, 1958

PREMIERE

BERLE'S BACK!

- - -


'Milton Berle Starring in The Kraft Music Hall' Starting
Wednesday Colorcast Schedule With 'No-Format Format'

Milton Berle will present a "no-format format" and no guest stars -- "just entertainment" -- when he starts his first television series in more than two years Wednesday, Oct. 8 (NBC-TV Network colorcast, 9-9:30 p.m., EDT).

The series, titled "Milton Berle Starring in The Kraft Music Hall," will be sponsored by the Kraft Foods Division of the National Dairy Products Corporation through the J. Walter Thompson Company agency. During the initial program Berle will be prominent -- but not alone -- among those providing the "entertainment." The rapid-fire comedian will use a portion of his premiere to introduce Billy May -- talented, affable and rotund composer-conductor-arranger, who will direct the orchestra for Berle's shows. Following their chat, May will present his newest musical creation, "60-Second Symphony."

Berle also will present the Dunhills (tap dancing trio), who were one of the supporting acts that accompanied him throughout his smash nightclub tour this past Summer. Berle will start the policy he

(more)



Digitized by the Internet Archive
in 2019 with funding from
University of Maryland College Park

https://archive.org/details/nbctraderelease1958nati_8

has adopted for the entire series -- the introduction of "new faces." Identity of the first one is being kept top secret until the Oct. 8 premiere.

"Milton Berle Starring in The Kraft Music Hall" series will be produced and staged by Hal Kanter and directed by Selwyn Toubler. It will originate live from NBC's Color City Studios, Burbank, Calif.

* * *

SELWYN TOUBER SIGNED TO DIRECT MILTON BERLE'S COLORCASTS

Selwyn Toubler has been signed by producer Hal Kanter to direct "Milton Berle Starring in The Kraft Music Hall." The colorcast series starts Wednesday, Oct. 8 (NBC-TV Network, 9-9:30 p.m., EDT).

Bob Henry, previously announced for the assignment currently is in negotiation for another series.

Toubler will pick up his Berle chores directly from a busy 1957-58 season in which he was associated with Bob Banner on the "Dinah Shore Chevy Show" and with Bud Yorkin on "The Ford Show." Prior to that he worked with Tennessee Ernie Ford's daytime show and had key assignments on "Wide Wide World."

The 32-year-old director broke into TV in 1955-56 on the Jimmy Durante show. Toubler has been with NBC since 1950, and in show business since 1943. He started with the NBC Radio Network as associate director, and later directed "Lux Radio Theatre" and other major programs. He began his career as a radio actor in 1943 on such radio series as "The Lone Ranger" and "The Green Hornet."

-----O-----

NBC-New York, 10/1/58



TRADE NEWS

A SERVICE OF



October 1, 1958

'FURY' TO START FOURTH YEAR ON NBC-TV NETWORK

SATURDAY MORNING, OCTOBER 11

"Fury," popular adventure story of a boy and his horse, starts its fourth season on the NBC-TV Network Saturday, Oct. 11 (11-11:30 a.m., EDT).

Bobby Diamond will once again star as the young boy, Joey, and Peter Graves will star as Jim, his guardian. Roger Mobley introduces a new character, Packy, a young neighbor of Joey's. Others in the cast are William Fawcett as Pete and Jimmy Baird as Peewee. And, of course, the black stallion "Fury" returns.

Sponsors of "Fury" are the Borden Co. and General Foods Corp. on alternate weeks, both through the Benton & Bowles, Inc., agency.

During its long run on the NBC-TV Network, "Fury" has won several awards, including public service citations from the U. S. Civil Defense organization and the United Community Funds.

"SABER OF LONDON" MAKES NEW SEASON'S
DEBUT LOOKING FOR A MISSING BOY

Donald Gray stars in his famed role of Inspector Mark Saber as the detective series "Saber of London" begins its 1958-'59 season Sunday, Oct. 19 (NBC-TV Network, 7 to 7:30 p.m., EDT) with an episode entitled "The Killer and the Kid."

Saber is called in to aid in the search for a missing boy, believed to have been kidnaped. With the help of his assistant Bob Page (Robert Arden), Saber discovers a hideout and finds that he's on the trail of a murder suspect.

Sterling Drug, Inc., sponsors "Saber of London" through Dancer-Fitzgerald-Sample, Inc. The programs are filmed in England.

AUTHENTICITY IS KEYNOTE OF 'WAGON TRAIN'

On Wednesday nights, TV viewers see a train of covered wagons moving across the lighted screen from right to left.

Why right to left? Because to the average viewer, right represents East and left represents West, or more accurately, the direction taken by the historic wagon trains of the 1860's from St. Joseph, Mo., to the Pacific shores.

Small detail? Perhaps. But then no detail large or small seems unimportant to the production staff who keep "Wagon Train" (NBC-TV Network, Wednesdays, 7:30-8:30 p.m., EDT) rolling.

-----O-----



October 1, 1958

NBC'S ROBERT F. LEWINE TO ADDRESS ITHACA COLLEGE FALL CONVOCATION
AND DEDICATION OF ITS TV AND RADIO STUDIOS

Robert F. Lewine, Vice President, NBC Television Network Programs, will be the principal speaker at the Ithaca College Fall Convocation and Dedication of its Television and Radio Studios on Saturday, Oct. 11. The subject of Mr. Lewine's address will be "Television's New Generation."

Last March the Ithaca College television station became the first student-operated studio in the country to produce regularly scheduled telecasts. Organized in 1941 as a division of the College of Arts and Sciences, the Television and Radio Department now offers during each school week five to eight hours of television programming -- including panel, music, dramatic and adult education programming -- and 25 hours of varied radio programming. Both completely equipped facilities are on the Ithaca campus and are staffed by students working under supervision of experienced faculty members.

-----O-----

10



TELEVISION NEWS

October 1, 1958

"CONTINENTAL CLASSROOM" IS A GREAT EXPERIMENT IN EDUCATION, SAYS
DR. HARVEY E. WHITE, WHO WILL CONDUCT NBC-TV NETWORK'S NEW
MONDAY-THROUGH-FRIDAY COURSE IN ATOMIC AGE PHYSICS

"We are about to undertake a great experiment, perhaps a very important one," Dr. Harvey E. White will say at the start of the two-semester college level course in Atomic Age Physics he will conduct on the NBC-TV Network's new "Continental Classroom" Monday, Oct. 6.

Dr. White, professor of physics at the University of California at Berkeley and consultant to the Atomic Energy Commission, will hold his coast-to-coast TV classes Monday to Friday, from 6:30 to 7 a.m., local time.

"For the first time we are using network television as a kind of giant classroom," Dr. White will say. "This is the first time in the history of television that a full year course in any field of education is offered to the general public on a nationwide basis. It must therefore be looked upon as an experiment in mass education."

"The nation is short in its supply of high school teachers of science, especially high school teachers of physics. During these next eight months -- from now until the fifth of June -- five days a week -- we hope to take a giant step toward remedying that situation."

(more)

While Dr. White will be giving most of the daily lessons during both semesters, a steering committee of nationally-known physicists is working with him to set up the best program possible. "We hope to bring viewers, at frequent intervals, well-known physics teachers and well-known scientists," Dr. White will say. "Among the teachers there will be several who have written the most widely used physics text books, while among the scientists we plan to bring viewers a number of Nobel Prize winners."

Essentially, there will be two different sets of people taking the course: those who are taking it for academic credit, and those who are taking it for their own information and interest. More than 300 colleges and universities across the country will carry the course for credit.

"There will be something for all of you," Dr. White will tell his viewers. "And for all of us -- both on your side of the television screen, and on our side -- this will be an exciting experiment in education."

-----O-----

NBC-New York, 10/1/58

October 1, 1958

SIX NBC NEWS CORRESPONDENTS TO EXPLORE PROBLEMS FACING U. S.
HERE AND ABROAD IN FIRST 'NBC KALEIDOSCOPE' PROGRAM

The first program in the new experimental series, now under the working title of "NBC Kaleidoscope," will be an NBC News presentation titled "The Last Quarter" -- a penetrating look by six key foreign and domestic correspondents at problems facing America here and abroad -- Sunday, Oct. 19 (NBC-TV Network, 5-6 p.m., EDT).

NBC News correspondents Joseph C. Harsch in London, Irving R. Levine in Moscow, Cecil Brown in Tokyo and John Chancellor in Vienna will return to New York to participate in the live telecast with David Brinkley and moderator Frank McGee.

The subjects to be covered in the full-hour presentation, as listed by producer Chet Hagan, include: "The Quemoy Situation," "The Middle East," "Our Worsening Relations with Russia," "The New France and Algerian Situation," "Satellite Nations," "Segregation" and "Domestic Politics."

These general headings, says Hagan, will include other topics of vital news interest. The role of the United Nations, for example, will be intertwined with the stories on the Far East and Middle East, and the H-bomb and missiles race will be part of the exploration into our relations with Russia.

-----O-----

October 1, 1953

THE NEW YORK UNIVERSITY LIBRARY
AND THE NEW YORK UNIVERSITY PRESS
IN FIRST THE UNIVERSITY PRESS

The first volume in the new series of books, now under
the title of "The University Press," will be an edition of the
first volume of the series, "The University Press," which was
published in 1951. The second volume, "The University Press,"
will be published in 1954.

The first volume of the series, "The University Press,"
will be published in 1954. The second volume, "The University
Press," will be published in 1955. The third volume, "The
University Press," will be published in 1956.

The volume to be covered in the first volume of the
series, "The University Press," will be published in 1954.
The second volume, "The University Press," will be published
in 1955. The third volume, "The University Press," will be
published in 1956.

The first volume of the series, "The University Press,"
will be published in 1954. The second volume, "The University
Press," will be published in 1955. The third volume, "The
University Press," will be published in 1956.



TRADE NEWS

A SERVICE OF



October 2, 1958

'BUCKSKIN' RETURNING TO NBC-TV NETWORK AS FRIDAY NIGHT FEATURE UNDER SPONSORSHIP OF THE PILLSBURY COMPANY

One of the most popular shows of the past summer -- "Buckskin" -- will return to the air Friday, Oct. 10 (NBC-TV Network 7:30-8 p.m., EDT). It will be sponsored by the Pillsbury Company.

The filmed series was seen during the Summer in the time period of "The Ford Show." Public acceptance and press acclaim made it a strong contender to remain on the air after its originally scheduled period.

Tommy Nolan stars as the 10-year-old Jody, growing up in a small frontier town. Sallie Brophy plays Mrs. O'Connell, his mother, who runs the town boarding house. The episodes revolve around Jody and his efforts in behalf of many people who come to his mother's place. Visitors, new residents and strangers pass through, stopping at the O'Connell house.

The new schedule will start with a group of repeat showings of the most popular of the episodes of the past Summer. Starting Nov. 28, new stories will be telecast. The series is produced by Betford Productions.

The Pillsbury Company is represented by the Leo Burnett Company, Inc., Chicago.

"Jefferson Drum," currently presented in the Friday time-spot, will move to Thursday (7:30 p.m., EDT), starting Oct. 9.

-----O-----



TRADE NEWS

A SERVICE OF



October 2, 1958

"THE GEORGE BURNS SHOW," MARKING STAR'S DEBUT AS SOLO HEADLINER,
STARTS ON NBC-TV NETWORK OCT. 21 IN TUESDAY NIGHT TIME-SPOT

George Burns, who decided to continue in showbusiness after his wife and long-time comedy teammate -- Gracie Allen -- announced her retirement, will make his solo debut as star of a new comedy series, "The George Burns Show," Tuesday, Oct. 21 (NBC-TV Network, 9-9:30 p.m., EDT).

The filmed series will be sponsored by the Colgate-Palmolive Company for its Halo Shampoo, Colgate Dental Cream and Fab Detergent products, through the McCann-Erickson, Inc., agency.

For his new identity Burns will assume the role of a theatrical producer ready to produce anything from a small club date to a Hollywood extravaganza. The usual problems besetting a producer become highly unusual through the "assistance" of well-meaning friends and associates who try to help George in his new field of activity. Occasional celebrity guest stars, musical numbers and Burns' special brand of comedy will be woven into the show's format.

Supporting George in featured roles will be such well-remembered members of his previous series as Bea Benaderet, Harry Von Zell, Larry Keating and George's son, 21-year-old Ronnie Burns.

(more)

Miss Benaderet, as Blanche Morton, will establish herself in the series as George's over-bearing secretary who wields the big stick in her zealous desire to protect Gracie's interests from the bevy of beauties who invade George's office.

Von Zell will bumble into George's business affairs with disconcerting results.

Keating, in his role of Harry Morton -- pompous, stuffed-shirt spouse of Blanche -- will be much in evidence since his accounting offices are located in the same building as George's theatrical headquarters.

Ronnie Burns, playing himself, will be confronted with the problems and situations common to a young man of his age. They become magnified only because his father is a theatrical producer whose office is a mecca for pretty girls trying to get into show-business.

"The George Burns Show" will be produced and directed by Rod Amateau and written by William Burns, Keith Fowler, Harvey Helm and Norman Paul. The series is being filmed in Hollywood by George's company, McCadden Productions at General Service Studios.

-----O-----

NBC-New York, 10/2/58

October 2, 1958

'OUTLOOK' TO REPORT ON 'THE CHANGE IN U.S.-CHINA POLICY' OCT. 5

The fast-moving events in the Far East and modification in America's attitude toward settlement of the crisis have resulted in a new presentation on Chet Huntley's "Outlook" Sunday, Oct. 5 (NBC-TV Network, 6:30-7 p.m., EDT).

Instead of the farm story previously scheduled, "Outlook" will present a study of "The Change in U.S.-China Policy," featuring exclusive film by NBC News cameraman Dexter Alley of a convoy from Taipei, Formosa, to Quemoy. In addition to Alley's on-the-scene film, "Outlook" will offer excerpts of Secretary of State Dulles' Sept. 30 press conference and of Chiang Kai-shek's recent statements on the crisis.



TELEVISION NEWS

October 2, 1958

VIEWERS WILL "WATCH MR. WIZARD" IN WIDE RANGE OF EXPERIMENTS
IN NEW SEASON OF DON HERBERT'S NBC-TV NETWORK SERIES

- - -

Sunday Afternoon Schedule Will Start Oct. 12

Don Herbert's award-winning science series "Watch Mr. Wizard" returns to the NBC-TV Network Sunday, Oct. 12, with a "new look," new subject matter for his experiments, and in a new time period -- 2-2:30 p.m., EDT. (The series was formerly telecast Sundays, 1-1:30 p.m., EDT.) The program will observe its eighth anniversary early in 1959.

The "new look" for the show is the redesigned home-laboratory studio at NBC, created by scenic designer Otis Riggs. It contains some of the latest special effects in television which will permit Herbert to better illustrate his experiments.

The subject matter includes scientific phenomena that scientist-teacher-actor Herbert has not before shared with his youthful TV audience. He will, for example, examine the science of secret codes, measurement, and logic and superstition.

Back with Mr. Wizard again this year will be his 13-year-old assistant Betty Sue Albert. On alternate weeks there will be a new young boy, whose name will be announced soon.

For the first adventure in scienceland on Oct. 12 the subject will be "Optical Illusions" when Mr. Wizard will show Betty Sue (a) that things aren't always what they seem and (b) a whole room can look "cock-eyed."

(more)

1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 26

On the two remaining Sundays in October, the subjects will be: (Oct. 19) "Explosion," in which Mr. Wizard shows what happens when something blows-up; and (Oct. 26) "A Trip to the Moon," in which Mr. Wizard takes Betty Sue on a trip to our closest planet showing some of the problems involved.

Don Herbert says: "Naturally we will be experimenting in the all-time favorite science subjects in the fields of chemistry, physics, mathematics, geology and astronomy -- including the moon, satellites, rockets and other space matters. We're going to make our own paper, make vapor trails in the kitchen and investigate that popular world of electronics."

For the second year, Don Herbert will publish his booklet for school and home use, "Mr. Wizard's Experiments in Science." He says his subscribers now number over 40,000.

Also for the second year, Dr. Morris Shamos, professor of physics at New York University, will be the consultant for the program.

"Watch Mr. Wizard" is an NBC Public Affairs presentation.

-----O-----

NBC-New York, 10/2/58

of the two remaining members in the room, the members said

at (last, 1911) "organization" is what we, citizens want most

and something else - and (1912) "I think in the year, 1912, in some

of these cases they are of a kind in our history, which is

of the members involved.

Our history says: "The history of 1911 is characterized by

the all-time record in history, which is the record of the year

which, historically, history and geography - including the

history, history and other things which are going to be the

the history, which is the history of the year, which is

the history of the year."

For the year 1911, the history of the year is the

the history of the year, the history of the year, the

the history of the year, the history of the year.

For the year 1911, the history of the year is the

the history of the year, the history of the year, the

the history of the year.

"The history of the year, the history of the year, the

the history of the year.

the history of the year.

October 2, 1958

PORTION OF 'MONITOR' TO BE BROADCAST IN CANADA EACH SATURDAY

- - -

Exciting Canadian Events To Be Added to Program's Coverage

A portion of the NBC Radio Network's "Monitor" will be broadcast in Canada starting Oct. 4 through the facilities of the Canadian Broadcasting Corporation's Trans-Canada Network, it was announced today by Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network.

The Trans-Canada Network's 40 stations, which reach almost 90 per cent of Canada's 17,000,000 people, will broadcast the 1:30-5:30 p.m., EDT segment of "Monitor" each Saturday.

Mr. Culligan said, "The similarity in tastes between the people of the United States and Canada, and their close mutual interests, make this expansion of 'Monitor' coverage especially meaningful. The familiar 'Monitor' audio signal will soon become as well known to Canadian listeners as it is in the U. S."

Eugene Hallman, director of radio networks for the Canadian Broadcasting Corporation, said, "The CBC will open another window on the world by carrying NBC Radio's 'Monitor.' We are pleased to be associated with the fast pace and wide horizon of 'Monitor,' and we hope to add colorful and exciting Canadian events to the program's coverage.

(more)

These events will include the Calgary Stampede, Canada's largest rodio, which features chuckwagon races, bucking broncos and Indian dances; the Quebec Winter Carnival with its snowshoe races, dog-sled contests and canoe racing on the St. Lawrence River; the Fur Trappers Festival in Northern Manitoba, with world's championship dog races; and major sporting events including the Grey Cup Football Game.

Representing the Trans-Canada Network as hosts on "Monitor" will be Fred Sgambati and Jim Chorley. Sgambati, formerly a top football, baseball and hockey official, is a well-known sports announcer. Chorley is one of CBC's most versatile personalities. He began his broadcasting career in 1951 and has covered spot news, sports events and musical shows since he joined CBC in 1956.

-----O-----

NBC-New York, 10/2/58



NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Oct. 12 - 18 (All Times EDT)

Sunday, Oct. 12

7:30-8 p.m. -- "Northwest Passage" -- French and Indian War adventures of Rogers' Rangers, starring Keith Larsen, Buddy Ebsen and Don Burnett. Tonight's episode is "Bound Women."

8-9 p.m. -- "The Steve Allen Show" -- tonight's guests are Judy Holliday, actor Lloyd Bridges, comedian Larry Daniels and singer Carol Simpson.

9-10 p.m. -- "The Dinah Shore Chevy Show" -- music and variety; Dinah's guests tonight are Peter Lawford, Ella Fitzgerald, Jimmy Durante and Julius La Rosa.

Monday through Friday, Oct. 13 - 17

2:30-3 p.m. -- "Haggis Baggis" -- an audience-participation show starring Fred Robbins as emcee.

Monday, Oct. 13

7:30-8 p.m. -- "Tic Tac Dough" -- an audience-participation show based on the game of "Tic Tac Toe," starring Jay Jackson as emcee.

9:30-11 p.m. -- "The Hallmark Hall of Fame" presents Julie Harris, Christopher Plummer and Victor Jory in "Johnny Belinda," also starring Rip Torn and Betty Lou Holland. A Milberg Production produced and directed by George Schaefer.

(more)

2 - NBC-TV Network Colorcast Schedule

Tuesday, Oct. 14

8-9 p.m. -- "The Eddie Fisher Show" -- music and variety, starring
Eddie Fisher with guest stars.

Wednesday, Oct. 15

7:30-8 p.m. -- "The Price Is Right" starring Bill Cullen as emcee.

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" --
a new comedy show with a "no-format format."

Thursday, Oct. 16

10:30-11 p.m. -- "Masquerade Party" -- a program in which noted
personalities disguise themselves and challenge a panel of
experts to identify them. Bert Parks is host. Laraine Day,
Audrey Meadows and Jan Murray are on the panel, with a fourth
panelist to be announced. (NOTE: please add this program to
the October colorcast schedule on this date and Oct. 9, 23 and
30.)

Friday, Oct. 17

8-9 p.m. -- "The Further Adventures of Ellery Queen" -- a new live
mystery series starring George Nader in the title role.

Tonight's drama is "The Door Between."

9-10 p.m. -- "An Evening With Fred Astaire" -- a live dancing-and-
music program starring Fred Astaire, and introducing dancer
Barrie Chase.

Saturday, Oct. 18

8-9 p.m. -- "The Perry Como Show" -- Perry is host tonight to
Gertchen Wyler and singer Robin Luke.

9-10 p.m. -- "The Jerry Lewis Show" -- comedy show starring Jerry
Lewis with guest stars.

-----O-----

NBC-New York, 10/2/58

October 2, 1958

SIX OUTSTANDING PHYSICS TEACHERS TO BE GUEST LECTURERS
ON NBC-TV NETWORK'S "CONTINENTAL CLASSROOM"

Six leading U.S. physics teachers have accepted invitations to appear as guest lecturers on the NBC-TV Network's "Continental Classroom" course in Atomic Age Physics in October and November (Monday to Friday, 6:30-7 a.m. local time).

They are: Dr. Henry Semat, professor of physics, College of the City of New York, who will lecture on "Falling Bodies" Wednesday, Oct. 15; Dr. Mark Zemansky, professor and chairman of the Department of Physics at the same institution, whose subject will be "Projectiles" Friday, Oct. 17; Dr. George R. Harrison, Dean of Science, Massachusetts Institute of Technology, who will deal with "Diffraction Gratings" Friday, Oct. 31.

Also, Dr. Vernet Eaton, professor of physics, Wesleyan University, who will speak on "Polarized Light" Tuesday, Nov. 4 and "Optical Activity" Wednesday, Nov. 5; Dr. St. Winston Crain, professor of physics, Kansas State Teachers College, Emporia, Kans., whose subject will be "Newton's First and Second Laws of Motion" Monday, Nov. 10, and Dr. Paul Kilpatrick, professor of physics, Stanford University, who will deal with "Ballistics" Tuesday, Nov. 25.

Dr. Harvey E. White, professor of physics at the University of California at Berkeley, is conducting the course.

-----O-----

CORRECTION, PLEASE

The NBC News presentation, "The Last Quarter," scheduled for Sunday, Oct. 19 (NBC-TV Network, 5-6 p.m., EDT), was announced in the Daily News Report dated Oct. 1 as being the premiere program in the new experimental series now under the working title of "NBC Kaleidoscope." The program will be telecast as announced, but will not be part of the "NBC Kaleidoscope" series. "NBC Kaleidoscope" will present its first show -- also under supervision of NBC News -- Sunday, Nov. 2 (NBC-TV Network, 5-6 p.m., EST).

-----O-----

'HOWDY DOODY' AND WSB-TV (ATLANTA) OBSERVE TENTH BIRTHDAYS

A couple of hardy 10-year-olds -- Station WSB-TV, Atlanta, Ga., and Howdy Doody -- got together this week to celebrate their birthdays. Some quarter-million people were on hand to watch the parade through Atlanta, Tuesday, honoring WSB-TV -- an NBC-TV Network affiliate -- and featuring Howdy, Buffalo Bob Smith and Clarabell.

("Howdy Doody" is telecast over the NBC-TV Network from 10-10:30 a.m., EDT, Saturdays.)

-----O-----

NBC-New York, 10/2/58



NBC COLOR TELEVISION NEWS

CREDITS FOR 'MILTON BERLE STARRING IN THE KRAFT MUSIC HALL,'
COLORCAST SERIES ON NBC-TV NETWORK

TIME: NBC-TV Network colorcasts, Wednesdays 9-9:30 p.m.,
EDT, starting Oct. 8, 1958.

STAR: Milton Berle.

FORMAT: Comedy-variety with occasional guests and "new
faces."

PRODUCER: Hal Kanter

DIRECTORS: Selwyn Toubert and Hal Kanter.

WRITERS: Hal Kanter, Hal Goodman, Larry Klein, Milt
Josefsberg.

MUSIC DIRECTOR: Billy May.

ASSOCIATE PRODUCER: Jerry Hausner.

ART DIRECTORS: E. Jay Krause and Robert Kelly.

WARDROBE: Grady Hunt.

ASSISTANT DIRECTOR: Gene Law.

TECHNICAL DIRECTOR: Don Laduke.

UNIT MANAGER: James Loren

SPONSOR (AND
AGENCY): Kraft Foods Division of National Dairy Products
Corporation (J. Walter Thompson Co.).

ORIGINATION: NBC's Color City Studios, Burbank, Calif.

NBC PRESS
REPRESENTATIVES: Al Cammann (New York) Norm Frisch (Hollywood).

-----O-----

NBC-New York, 10/2/58



NBC COLOR TELEVISION NEWS

CREDITS FOR "MASQUERADE PARTY" COLORCAST ON NBC-TV

TITLE: "Masquerade Party"

TIME: NBC-TV Network colorcast, Thursdays 10:30 to 11 p.m. EDT (starting Oct. 2, 1958).

FORMAT: Famous persons, disguised to resemble characters connected with their personal lives or careers, challenge members of a panel to guess their identity.

ORIGINAL STARTING DATE: June 15, 1953.

PANELISTS: Audrey Meadows, Laraine Day, Jan Murray and a fourth to be announced.

EMCEE: Bert Parks.

PRODUCED BY: Wolf Productions Inc., in association with the NBC-TV Network.

PRODUCER: Herb Wolf.

ASSOCIATE PRODUCERS: Alan Gilbert, Dan Dayton and Jack Rubin.

DIRECTOR: Lloyd Gross.

ANNOUNCER: Johnny Olsen.

MAKE-UP: George Fiala and Bill Herman.

COSTUME DESIGNER: Lou Eisle.

SPONSOR: P. Lorillard Company for Kent Cigarettes.

AGENCY: Lennen & Newell.

THEME MUSIC: "The Comedians," by Kabalevsky.

ORIGINATION: New York.

NBC PRESS REPRESENTATIVE: Anne Morrissy, New York.

-----O-----

NBC-New York, 10/2/58



October 3, 1958

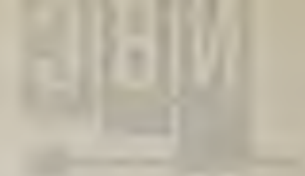
STEREO-SIMULCAST OF 'THE GEORGE GOBEL SHOW' OVER THE NBC-TV
AND NBC RADIO NETWORKS OCT. 21 WILL BRING STEREOPHONIC
SOUND TO THE LARGEST AUDIENCE IN ITS HISTORY

Stereophonic sound will be broadcast to the largest audience in its history when a stereo-simulcast of "The George Gobel Show" is presented over the NBC Television Network and the NBC Radio Network on Tuesday, Oct. 21 (8-9 p.m., EDT). The Gobel alternate-Tuesday telecasts -- in color -- are sponsored by the Radio Corporation of America throughout the season.

The Oct. 21 program will be heard in stereophonic sound through the combined facilities of television and radio stations in 107 cities. It is estimated that the television audience will number between 40 and 50 million viewers. In addition, the program will be received in monaural sound on television alone in some 40 cities and on radio alone in some 80 cities.

From the Gobel show's studio in Burbank, Calif., one set of sound signals -- picked up by a microphone on one side of the stage -- will be transmitted over the television audio channel. Another set of sound signals -- picked up by another microphone at the opposite side of the stage -- will be carried separately over the radio sound channel. The combination of these two sets of signals produces

(more)



1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

2 - Stereophonic Sound

exciting stereophonic sound for the listener or viewer. To receive the stereo effect, the viewer should place an AM radio about eight feet to the right of his television set.

The simulcast is the result of six months of concentrated research and testing. To assure simultaneous reception of the stereophonic sound, in each of the 107 cities, special high-speed radio lines have been installed parallel to the route of the TV lines. To allow for delayed broadcasts in different time zones, electronic tape with two sound tracks instead of one had to be specially developed.

The project is being carried out by the NBC research and engineering staffs in cooperation with the Bell Laboratories and the American Telephone and Telegraph Company. In earlier stereophonic demonstrations, the NBC Radio Network broadcast "The Telephone Hour" on June 30 and "Bert Parks' Bandstand" on July 1 and 14 on combined AM and FM radio facilities.

-----O-----

NBC-New York, 10/3/58

October 3, 1958

Attention, Sports Editors

PRO BASKETBALL

NBC-TV NETWORK TO TELECAST 25 NBA GAMES NATIONALLY
ON SUNDAY AFTERNOONS IN 1958-59 SEASON

The schedule of professional basketball games which the NBC-TV Network will televise nationally on Sunday afternoons during the 1958-59 season was announced today by Maurice Podoloff, president of the National Basketball Association, and Tom S. Gallery, NBC Sports Director.

The league opens its regular season with a televised game Sunday, Oct. 19, when the Detroit Pistons visit the Syracuse Nationals' home court at War Memorial Auditorium. Telecast time will be 2:30 p.m. NYT. Curt Gowdy will be the commentator.

The TV schedule lists 25 games -- 20 during the regular season, four playoff contests, and a pre-season exhibition., Sunday, Oct. 12 with the 1957-58 champions, the St. Louis Hawks, opposing the Philadelphia Warriors at Kiel Auditorium, St. Louis. There will be no basketball telecast on Dec. 28, when NBC-TV will cover the National Football League Championship game.

Of the 20 regular season TV dates, Syracuse will have four home games televised, the Minneapolis Lakers and Cincinnati Royals three each, and New York Knickerbockers, Boston Celtics, Philadelphia, Detroit and St. Louis two each.

(more)

2 - Pro Basketball

Bayuk Cigars, Inc., through Feigenbaum and Wermen Advertising Agency of Philadelphia, will sponsor one-quarter of the professional basketball telecasts. The producer will be Lou Kusserow, and the director will be Harry Coyle.

The schedule (all games on Sundays at 2:30 p.m., NYT):

Oct. 12 -- Philadelphia at St. Louis (exhibition). Oct. 19 -- Detroit at Syracuse. Oct. 26 -- Detroit at Minneapolis.

Nov. 2 -- St. Louis at Cincinnati. Nov. 9 -- Boston at Detroit. Nov. 16 -- Minneapolis at New York. Nov. 23 -- St. Louis at Cincinnati. Nov. 30 -- New York at Philadelphia.

Dec. 7 -- Philadelphia at Cincinnati. Dec. 14 -- Syracuse at Detroit. Dec. 21 -- Syracuse at New York. (Dec. 28 -- no basketball telecast.)

Jan. 4 -- Minneapolis at Philadelphia. Jan. 11 -- Cincinnati at Syracuse (at 2 p.m., NYT preceding Pro Bowl telecast). Jan. 18 -- St. Louis at Boston. Jan. 25 -- New York at St. Louis.

Feb. 1 -- Cincinnati at Minneapolis. Feb. 8 -- New York at Syracuse. Feb. 15 -- St. Louis at Minneapolis. Feb. 22 -- Detroit at Syracuse.

March 1 -- Boston at St. Louis. March 8 -- Cincinnati at Boston. March 15, 22, 29 and April 5 -- playoff games.

-----O-----

NBC-New York, 10/3/58



October 3, 1958

In order to devote more time to "disproving the unfounded charges against the integrity of our programs," Jack Barry and Dan Enright have requested the National Broadcasting Company, and NBC has agreed, to assume temporarily direct production responsibility effective Monday, October 6, of all Barry & Enright programs currently broadcast over the NBC Television Network. The shows involved are "Tic Tac Dough," "Twenty-One," "Concentration" and "Dough Re Mi."

In requesting that NBC assume their production responsibilities, Messrs. Barry and Enright said: "We have decided to divorce ourselves from the production and administrative chores involving these shows in order to devote more time to disproving the unfounded charges against the integrity of our programs. We do so with the knowledge that our absolute integrity will be clearly and finally established at which time we will resume our production responsibilities. While we have been unable to uncover any evidence whatsoever of wrong-doing on the program, we realize that the charges and attendant publicity have raised questions

(more)

2 - Barry & Enright

in the minds of many viewers. We are grateful that NBC has agreed to assume all production responsibilities during this interim period."

All the Barry & Enright properties will come under the direct supervision of the Television Network Program Department. National Broadcasting Company program executives will be assigned individually to each program.

-----O-----

NBC-New York, 10/3/58

MONITOR

THE NBC WEEK-END RADIO SERVICE

October 3, 1958

RESEARCH STUDY OF UNIVERSAL C. I. T. CAMPAIGN ON "MONITOR" SHOWS
126% GAIN IN LISTENERS' KNOWLEDGE OF CORPORATION'S SERVICES

Familiarity with the services of Universal C. I. T. Credit Corporation -- the nation's largest independent auto financing company -- more than doubled among listeners to NBC Radio's "Monitor," according to a newly completed research study of the Universal C. I. T. campaign on "Monitor" last Spring and early Summer.

The survey was made for the Planning Research Department of the National Broadcasting Company. Its findings show:

1 -- A gain of 126 per cent in greater knowledge about Universal C. I. T. on the part of "Monitor" listeners.

2 -- An overall increase of 63 per cent in favorable attitudes toward C. I. T.

3 -- A 34 per cent gain in preference for C. I. T.

Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network, said "the findings of this survey should be of interest to any company which sells the 'big ticket' item -- the type of product which, like an automobile, is purchased rather infrequently. This would include other 'consideration purchases,' such as appliances, where the initial cost is substantial and the sale must be made to all

(more)

2 - Research Study

family members. The results of the survey would apply equally well to advertisers in the institutional and service fields."

Universal C. I. T. purchased 69 announcements a weekend in "Monitor" on the weekends of March 21-23, April 25-27, May 23-25 and June 27-29. The campaign was created by Fuller and Smith and Ross, Inc.

To determine how effective this saturation schedule was, the NBC Planning Research Department asked O'Brien-Sherwood Associates to conduct personal interviews with 577 male car owners concerning auto financing and C. I. T. These were made in 11 medium-size cities in the East, South and Midwest: Providence, R. I.; LaCrosse, Wis.; Louisville, Ky.; Milwaukee, Wis.; Youngstown, O.; Kansas City, Mo.; Memphis, Tenn.; Winston-Salem, N. C.; Portland, Me.; Syracuse, N. Y., and Lancaster, Pa.

Dr. Thomas E. Coffin, Director of Planning Research for NBC, said the first series of interviews was conducted March 17-19, just before the campaign went on the air. At the campaign's conclusion (June 30-July 3), fieldworkers interviewed neighbors of the original respondents in order to provide a matched group of "after" interviews.

Men who had not been listening to "Monitor" during the campaign period showed virtually no change in their knowledge about C. I. T. or their attitudes toward it, Dr. Coffin said.

A report on the complete findings is available through the NBC Radio Network Sales Department.

-----O-----

NBC-New York, 10/3/58

October 3, 1958

TOP AUTHORITIES TO DISCUSS NATION'S STAKE IN "THE JET AGE"
ON NBC NEWS TV SPECIAL SUNDAY, OCT. 12

Comment from four top jet plane authorities, and reaction from homeowners near a major airport to the possibility of jet liners flying overhead, will be features of an NBC News special, "The Jet Age," on the NBC-TV Network, Sunday, Oct. 12 (4:30-5 p.m., EDT).

NBC Newsman Martin Agronsky will interview Lt. Gen. Elwood R. Quesada, newly named director of the Federal Civilian Aviation Authority. Various facets of America's stake in the jet age will be discussed by CAA administrator James T. Pyle and William M. Allen, president of the Boeing Airplane Company, manufacturers of the 707 jet. The program also will take a sampling of opinion from residents of the area near New York International Airport.

NBC News correspondent Roy Neal has been sent to Seattle for the flight test of the Boeing 707 and to interview Hamilton Smith, Boeing's chief of pilot training. A film insert from NBC News correspondent Robert Abernethy in London will be included in the news special.

Julian Goodman will produce "The Jet Age."

-----O-----

October 3, 1958

TELECAST SCHEDULE ANNOUNCED FOR 'NBC KALEIDOSCOPE'

The National Broadcasting Company announced today the schedule of telecasts for its new experimental series, "NBC Kaleidoscope" (NBC-TV Network, Sundays, 5-6 p.m., NYT).

There will be seven News Department Specials and seven Program Department Specials in the series, which starts Nov. 2 and ends May 3, 1959. The schedule:

News Department Specials

Nov. 2

Nov. 16

Dec. 28

Jan. 25

Feb. 22

Mar. 22

Apr. 19

Program Department Specials

Nov. 30

Dec. 14

Jan. 11

Feb. 8

Mar. 8

Apr. 5

May 3

A listing of titles for each program will be forthcoming.

-----O-----



TELEVISION NEWS

October 3, 1958

JOAN CRAWFORD (IN TV COMEDY DEBUT), FERNANDEL, BERNARD BROTHERS
ON SECOND 'BOB HOPE BUICK SHOW' OF SEASON TUESDAY, OCT. 14

Joan Crawford, noted dramatic star, will make her TV comedy debut when she joins Bob Hope's guest roster for his season's second "Bob Hope Buick Show" Tuesday, Oct. 14 (NBC-TV Network, 9-10 p.m., EDT).

Hope's other guest stars will include French comedian Fernandel, who has appeared with Hope previously, and the Bernard Brothers, an American mimic team featured in England and France during the past two years.

Miss Crawford, former Academy Award winner, made her last screen appearance in "The Story of Esther Costello." Hope plans both a comedy sketch and a song-and-dance routine with Miss Crawford.

Jack Hope will produce the Oct. 14 "Bob Hope Buick Show," with Jerry Hopper directing the Hope-Crawford portion. Music will be scored and directed by Les Brown and his "band of renown."



THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO

October 3, 1958

'RUFF AND REDDY' START SECOND SEASON WITH NEW ADVENTURES

"Ruff and Reddy," the cat and dog cartoon heroes, begin their second season on the NBC-TV Network with a new series of adventures Saturday, Oct. 11, 10:30-11 a.m., EDT.

Having already journeyed to outer space, beneath the seas and throughout darkest Africa in previous adventures, the two travelers now travel backwards through time. In the first filmed cartoon episodes, "Chickasaurus Caper" and "Dummy Mummy," Ruff and Reddy begin their quest back through the ages for the missing "Chickasaurus Egg."

Jimmy Blaine, host of the live portion of the show, will be back again with his parrot puppet, Rhubarb.

Sponsors of the program are General Foods Corp., through Benton & Bowles, Inc., and Mars, Inc., through Knox, Reeves, Inc. agency.

"Ruff and Reddy" is a Screen Gems production. E. Roger Muir is the NBC producer of the show.

-----O-----

THEY WERE BOTH VERY NICE AND HELPFUL

"WELL, I'M SURE," SHE SAID, "AND SHE'S A VERY NICE PERSON."

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

THEY WERE BOTH VERY NICE AND HELPFUL

CREDITS FOR 'BAT MASTERSON' ON THE NBC-TV NETWORK

TIME: NBC-TV Network, Wednesdays, 9:30-10 p.m.,
EDT, starting Oct. 8, 1958.

STAR: Gene Barry as Bat Masterson.

FORMAT: Authentic Western series based on the
life of the famous U. S. marshal,
Indian scout and gunfighter, who became
a legend in his own time.

PRODUCERS: Frank Pittman and Andy White.

DIRECTORS: Various.

DIRECTOR OF PHOTOGRAPHY: Glen MacWilliams, ASC.

SET DESIGNER: Robert Kinoshita.

EDITORIAL SUPERVISOR: Donald Tait.

FILM EDITOR: James E. Smith.

ASSISTANT DIRECTOR: Bert Glazer.

THEME SONG: "Bat Masterson Theme," original music
composed especially for the series.

ORIGINATION: Filmed at Ziv Television Studios,
Hollywood, Calif.

SPONSORS (AND AGENCIES): Kraft Foods Division (J. Walter Thompson
Co.) and Sealtest Division (N. W. Ayer
& Son, Inc.) of National Dairy Products
Corporation.

NBC PRESS REPRESENTATIVES: Al Cammann, New York; Bob Bowen,
Hollywood.

* * *

(more)

2 - Credits for 'Bat Masterson'

PREMIERE STORY: (Oct. 8) -- "Double Showdown"

CAST FOR PREMIERE SHOW: Barry with Robert Middleton as Big Keel
Roberts, Jean Willes as Lucy Slater,
Elisha Cook as Pete Sheeley, Adele Mara
as Maria, King Donovan as Shorty Keenan
and others.

PREMIERE SHOW DIRECTOR: Walter Doniger.

PREMIERE ORIGINAL STORY BY: Andy White and Frank Pittman.

PREMIERE TELEPLAY: Gene Levitt.

-----O-----

NBC-New York, 10/3./58

JACK PAAR ON CRUISE; JOHNNY CARSON SUBS AS GUEST-HOST

Jack Paar left with his family this morning (Friday, Oct. 3) on a cruise to the West Indies aboard the Cunard Line's *Coronia*. Johnny Carson will be guest-host of "The Jack Paar Show" in Jack's absence. Paar will return to the late-night show Monday, Oct. 20.

("The Jack Paar Show" is presented Mondays through Fridays on the NBC-TV Network 11:15 p.m. to 1 a.m., EDT.)

N. Y.'S MAYOR WAGNER AND COLUMNIST EARL WILSON
ON "COUNTY FAIR" TELECAST FRIDAY, OCT. 10

New York City's Mayor Robert F. Wagner will be a guest on "County Fair" Friday, Oct. 10 (NBC-TV Network, 4:30 to 5 p.m., EDT) to help launch the 1958 National Fight for Sight campaign.

Also participating in the campaign kickoff will be syndicated columnist Earl Wilson, a member of the board of the National Fight for Sight Committee. He will try to punch his way out of a paper bag -- one of the continuing stunts on "County Fair" -- during the Oct. 10 telecast.

Bert Parks is the host of "County Fair," which is telecast Mondays through Fridays.

-----O-----



NBC COLOR TELEVISION NEWS

October 6, 1958

ONE-MINUTE FREEZE OF ALL ACTION DURING A COLORCAST WILL CLIMAX
NOVEL SIGHT-AND-SOUND EXPERIMENT IN SIMULCAST
OF "GEORGE GOBEL SHOW" TUESDAY, OCT. 21

A unique sight-and-sound experiment, climaxed by a one-minute "freeze" of all live action during a color telecast, will be demonstrated on "The George Gobel Show" Tuesday, Oct. 21 (8 p.m., EDT) to be simulcast over the NBC Television and Radio networks. The "George Gobel Show" colorcast series is sponsored by the Radio Corporation of America throughout the season.

Designed to illustrate the dramatic difference between a colorcast and a black-and-white telecast, the event will mark the first use of a magazine -- TV Guide -- for a home demonstration on black-and-white sets by viewers across the country.

The Oct. 18 issue of TV Guide will include a four-page gate-fold, in color -- approximately 21 inches wide and 7½ inches high -- which, when opened, will show a scene from the upcoming (Oct. 21) Gobel show. In color, the magazine picture will show "Lonesome George" seated on the floor and a foot-to-waist shot of four models assisting in the demonstration. At a given spot in the telecast, these five performers will freeze in a pose, and viewers will be asked to place the magazine strip across the bottom of their TV screens. The images

(more)

2 - One-Minute Freeze

on the strip will merge with those on the black-and-white screens, illustrating the effectiveness of viewing on a color television receiver.

The Gobel simulcast also will mark a first in the use of stereophonic sound on a nationwide program. Viewers will be asked to place an AM radio approximately eight feet to the right of the television set. Sound from microphones on one side of the Gobel Show's studio in Burbank, Cal., will be fed through the NBC-TV Network's audio system, while microphones on the other side will pick up the sound for transmission over the separate radio network lines. This dual reception will give the audience an example of the effectiveness of stereophonic sound.

-----O-----

NBC-New York, 10/6/58

CHET HUNTLEY TO BE HOST ON 'TEN FOR SURVIVAL,'
NBC EDUCATIONAL TV PROJECT SERIES

Chet Huntley, NBC news commentator, has been named host of "Ten for Survival," the Educational Television Project series examining U . S. public rejection of the existing knowledge which is man's key to survival in the Nuclear Age.

The 10-week series will be presented by NBC in partnership with the Educational Television and Radio Center at Ann Arbor, Mich., and produced in cooperation with the U. S. Office of Civil and Defense Mobilization. It will be sent out live to the country's interconnected educational TV stations over NBC network facilities Tuesdays, starting Oct. 28, (10:30-11 p.m., EST). Many NBC affiliated stations will carry the series on a delayed basis.

Huntley, winner of two Peabody Awards for outstanding reporting, joined NBC in 1955. For his work at the 1956 political conventions, he won wide acclaim, along with David Brinkley, with whom he shared the anchor role on the NBC News team. Currently he is on-camera editor of "Outlook," a post he held since the program started on NBC-TV in October, 1956, and he appears Mondays through Fridays on "NBC News" with Brinkley on TV.

A native of Cardwell, Mont., Huntley was educated at Montana State College, Cornish School of Arts in Seattle, and Washington University, from which he received an A. B. in 1934. He began his news career when the Seattle Star hired him to read items over a local station.

-----O-----

NBC-New York, 10/6/58



NBC COLOR TELEVISION NEWS

JACK DONOHUE SIGNED TO PRODUCE-DIRECT 'THE DEAN MARTIN SHOW'

COLORCAST SPECIAL ON THE NBC-TV NETWORK NOVEMBER 22

Veteran musical director Jack Donohue has been signed to produce and direct the first of two full-hour colorcasts of "The Dean Martin Show" on the NBC-TV Network during the 1958-59 season. The first special will be on Saturday, Nov. 22 (9 to 10 p.m., EST).

Donohue, currently staging "The Ed Wynn Show" on the NBC-TV Network, Thursdays, is no newcomer to live TV. He directed the Frank Sinatra series on another network last year, plus several of "The George Gobel Show" colorcasts and Sinatra's "Club Oasis" appearance on NBC-TV. He directed Dean Martin's, NBC-TV Network Special last February.

A dance director since 1933, when Oscar Hammerstein signed him for "Ball at the Savoy" in England, Donohue has staged scores of big musicals on Broadway, in Europe in the movies and TV. He has worked with many top names in showbusiness, including Beatrice Lillie, Will Rogers, Red Skelton, Shirley Temple and Doris Day.

His Broadway credits include "Mr. Wonderful," "Rumple," and "Top Banana." Among his movie assignments were "Calamity Jane" and "Lucky M" for Warner Brothers and "Closeup" for M-G-M. In recent years, he worked at the Greek Theatre in Hollywood and with the Los Angeles Civic Light Opera Festival.

Donohue entered showbusiness when still a teenager, as a dancer in the Ziegfeld Follies.

-----O-----

NBC, New York 10/6/58

CAST AND CREDITS FOR 'HALLMARK HALL OF FAME' PRODUCTION
OF 'JOHNNY BELINDA,' LIVE COLORCAST ON NBC-TV NETWORK
MONDAY, OCT. 13 (9:30-11 P.M., EDT)

JULIE HARRIS CHRISTOPHER PLUMMER
(Starred Together in "Little Moon of Alban")

VICTOR JORY

in

"JOHNNY BELINDA"

Also Starring

RIP TORN
BETTY LOU HOLLAND

ADAPTATION BY.....Theodore Apstein
BASED ON PLAY BY.....Elmer Harris
MUSIC UNDER DIRECTION OF.....Bernard Green
SCENERY BY.....Warren Clymer
COSTUMES BY.....Noel Taylor
ASSOCIATE PRODUCER.....Robert Hartung
EXECUTIVE PRODUCER.....Mildred Freed Alberg
PRODUCED AND DIRECTED BY.....George Schaefer

* * *

CAST

JULIE HARRIS.....Belinda
CHRISTOPHER PLUMMER.....Dr. Jack Pelletier
VICTOR JORY.....Black McDonald
RIP TORN.....Locky McCormick
BETTY LOU HOLLANDStella
JOANNA ROOS.....Maggie
BEULAH GARRICKMrs. Donnet

(more)

CAST AND CREDITS FOR "HALLMARK HALL OF FAME" PRODUCTION
 OF "JOHNNY BATTING", LIVE BROADCAST OF REG-TV NETWORK
 MONDAY, OCT. 12 (9:30-11 P.M., EDT)

JULIE HARRIS
 CHRISTOPHER BURNETT
 (starring together in "Little Wood of Airedale")

VICTOR JORDY

IN

"JOHNNY BATTING"

Also Starring

ALF LLOYD
 BETTY JOU HOLLAND

ADAPTATION BY.....Theodore Aveline

BASED ON PLAY BY.....Julius Harris

MUSIC UNDER DIRECTION OF.....Bernard Green

SCENARY BY.....Gordon Glynn

EDITING BY.....John Taylor

ASSOCIATE PRODUCER.....Robert Harwood

EXECUTIVE PRODUCER.....Mildred Reed Ailing

PRODUCED AND DIRECTED BY.....George Seaver

* * *

CAST

JULIE HARRIS.....Julie Harris

CHRISTOPHER BURNETT.....Dr. Jack Bellator

VICTOR JORDY.....Jack McDonald

ALF LLOYD.....Rocky McGormick

BETTY JOU HOLLAND.....Stella

JOANNA FORD.....Nagie

SEAN GARRICK.....Mrs. Donnet

(more)

CAST (CONT'D)

CATHERINE PROCTOR.....Mrs. Lutz
BORIS MARSHALOV.....Pacquet
HENRY SHARP.....Dr. Gordon
JOHN CECIL HOLM.....The Sheriff
ROCCO BUFANO.....Andy
GREGORY MORTON.....The Fiddler

* * *

LIGHTING.....William Knight
AUDIO.....E. Philip Berge
MAKEUP.....Dick Smith
ASSOCIATE DIRECTOR.....Adrienne Luraschi
TECHNICAL DIRECTOR.....Robert Long
UNIT MANAGER.....Frank Evanella
STORY EDITOR.....Tom H. Sand
CASTING DIRECTOR.....Berenice Weiler

-----O-----

NBC-New York, 10/6/58

3 - Credits for 'Johnny Belinda'

SCENE SEQUENCE

ACT ONE

Farmyard and Interior of Mill
Exterior of Store
Interior of Store
Doctor's Waiting Room
Doctor's Office
Farmyard
Interior of Mill
Kitchen
Bedroom
Doctor's waiting room
Bedroom
Living Room and Kitchen
Farmyard
Interior of Mill
Back Platform of Mill
Interior of Mill
Doctor's Waiting Room
Interior of Mill

ACT TWO

Bedroom
Interior of Store
Bedroom
Interior of Store
Kitchen
Farmyard
Doctor's Office
Interior of Mill
Kitchen
Farmyard and Interior of Mill
Kitchen
Interior of Mill

ACT THREE

Interior of Mill
Kitchen
Living Room - Farmhouse
Doctor's Office
Kitchen
Farmyard
Kitchen
Farmyard
Kitchen

* * *
(more)

THE STARS

JULIE HARRIS (Belinda McDonald) was the star of the "Hallmark Hall of Fame" production of "Little Moon of Alban" last March. Earlier she appeared on this series in "The Good Fairy" and "The Lark." One of the most highly-praised among the younger generation of stage actresses, she has starred on Broadway in "Member of the Wedding," "I Am a Camera," "Mademoiselle Colombe," "The Lark" and, most recently, "The Country Wife." She repeated her characterizations in "Member of the Wedding" and "I Am a Camera" when those plays were transferred to the screen, and also starred in the film version of "East of Eden." She was born in Grosse Point, Mich., of a non-theatrical family, and now lives in Manhattan with her husband and young son. She will appear in a play, "The Warm Peninsula," going on tour immediately after the "Hall of Fame" show.

CHRISTOPHER PLUMMER (Dr. Jack Pelletier), who co-starred with Julie Harris in "Little Moon of Alban" on "Hallmark Hall of Fame" last March, has become recognized as one of the most promising of the younger actors in the theatre in a brief period of three years on the New York stage. He was born in Toronto, grew up in Montreal, came to the U. S. in 1953 to join the touring company of "Nina." His first substantial role on Broadway came in Christopher Fry's "The Dark Is Light Enough." In the Summer of 1955 he joined the new American Shakespeare Festival Theatre in Stratford, Conn., where he played Mark Antony in "Julius Caesar" and Ferdinand in "The Tempest." That Fall he opened a Broadway engagement as the Earl of Warwick in Jean Anouilh's "The Lark," which starred Julie Harris as Joan of Arc. In 1956 he played Henry V at the Stratford (Ontario) Shakespearean

(more)

5 - Credits for 'Johnny Belinda'

Festival, in 1957 he portrayed Hamlet there, and last Summer returned to appear in "A Winter's Tale." He plays the leading male role in "Across the Everglades," a film written by Budd Schulberg.

VICTOR JORY (Black McDonald) recently completed a Summer theatre tour as Big Daddy in "Cat on a Hot Tin Roof." He was born in Dawson City, Yukon Territory, and got his early schooling in Vancouver, B. C., and in Pasadena, Calif. He started acting at 14 at the Pasadena Community Playhouse. He has portrayed leading roles in 127 films (including "State Fair," "A Midsummer Night's Dream" and "Gone with the Wind") and has starred or co-starred on Broadway in "The Devil's Disciple," "Season in the Sun," "The Two Mrs. Carrolls" and many other plays. He has starred on radio in more than 200 shows and in a like number on TV.

RIP TORN (Locky McCormick) has enjoyed a rapid rise to stardom in Hollywood and on TV since he first came to attention on Broadway in "Cat on a Hot Tin Roof." He has had meaty roles on major TV dramatic shows, and in films he has co-starred with Richard Basehart in "Time Limit" and will be with Gregory Peck in "Pork Chop Hill."

BETTY LOU HOLLAND (Stella) won critical acclaim on Broadway in "Picnic," "Doctor's Dilemma" and "Goodbye, My Fancy." On the screen she was in "The Goddess," with Kim Stanley, and she will be in the forthcoming "Men in the Net," starring Alan Ladd. She has starred in many TV dramatic productions.

-----O-----

NBC-New York, 10/6/58

AUDREY CHRISTIE JOINS TALENT ROSTER OF 'TODAY IS OURS';
OTHER CASTING CHANGES ANNOUNCED FOR DAYTIME SERIAL

Stage and screen star Audrey Christie joins the cast of the NBC-TV Network daytime dramatic serial "Today Is Ours" in the role of society matron Rhoda Specer. Two cast changes in the serial program find Roxanne Arlen replacing Barbara Loden as Maxine Wells, and Jean Stapleton replacing Nancy Sheridan as Betty Winters. Patricia Benoit heads the cast of this story in the role of Laura Manning, assistant principal of Bolton High School. The program is telecast Mondays through Fridays (3-3:30 p.m., EDT)

'TALES OF WELLS FARGO' STAR DALE ROBERTSON
TO HEAD RODEO SHOW FOR PRISONERS IN TEXAS

Dale Robertson, star of NBC-TV Network's "Tales of Wells Fargo" (Mondays, 8:30 p.m., EDT) will head a rodeo performance for the inmates of the prison in Huntsville, Tex., on Sunday, Oct. 12. This will be the day after his guest spot on the NBC "Perry Como Show" colorcast Saturday.

The prison appearance is part of a series of personal appearances Robertson has been making with rodeos the country over. In the Huntsville performance, inmates themselves will participate in the contests.

-----O-----

NBC-New York, 10/6/58



NBC COLOR TELEVISION NEWS

October 6, 1958

NINE PRODUCTION NUMBERS HIGHLIGHT

'AN EVENING WITH FRED ASTAIRE'

Nine production numbers of songs and dances -- all especially tailored for television -- will be presented when Fred Astaire stars on the NBC-TV Network colorcast of "An Evening With Fred Astaire" Friday, Oct. 17 (9-10 p.m., EDT).

During his live TV dancing debut, Astaire will introduce his newest dance partner, Miss Barrie Chase, who also will make a premiere TV performance. Featured on the full-hour colorcast will be Jonah Jones and his quartet and David Rose and his 55-member orchestra.

Following are the numbers that will be presented during "An Evening With Fred Astaire."

1. "The Svengali Production Number." -- Fred Astaire and his 16-member dancing group in an original dance orchestrated by David Rose.
2. "Change Partners." -- Fred Astaire and Barrie Chase dance to David Rose's arrangement of the Irving Berlin number.
3. "Props." -- Fred Astaire dances.
4. A medley of selections including "Baubles, Bangles and Beads," "Mac the Knife" and others. -- Jonah Jones and his quartet.

(more)

2 - 'An Evening With Fred Astaire'

5. "Man With the Blues." -- Fred Astaire, Barrie Chase and dancing group dance to a David Rose original based on his newly released "Young Man's Lament."
6. "Old MacDonald." -- Dancing group in an interpretation of David Rose's arrangement of the old favorite.
7. "St. James Infirmary." -- Fred Astaire, Barrie Chase and Jonah Jones. (Number highlights vocals and a trumpet solo).
8. Fred Astaire with a medley of songs he introduced in his motion pictures.
9. "Isn't It a Lovely Day" -- Fred Astaire in a song-and-dance routine to David Rose's arrangement.

"An Evening With Fred Astaire" will be produced and directed by Alan "Bud" Yorkin, written by Herb Baker with choreography for the 16-member mixed dancing group by Hermes Pan.

The colorcast -- which will originate in NBC's Color City Studios, Burbank, Calif. -- will be sponsored by the Chrysler Corporation through the Leo Burnett Company, Inc., agency, whose John H. Christ will be executive producer of the program.

-----O-----

NBC-New York, 10/6/58

October 6, 1958

PETER HERMAN ADLER TO BE MUSIC DIRECTOR OF BALTIMORE SYMPHONY
FOR 1959-60 SEASON; WILL CONTINUE IN NBC POST

Peter Herman Adler, music and artistic director of the NBC Opera Company, has been appointed music director of the Baltimore Symphony Orchestra, for its 1959-60 season, it was announced by Dr. C. Bernard Brack, president of the Baltimore Symphony Orchestra Association. Dr. Adler will continue in his post at NBC along with his new duties in Baltimore.

Adler's conducting career in this country started when the Czech-born conductor directed a special concert of the New York Philharmonic Symphony Orchestra. He has been music director of the NBC Opera Company since its inception in 1949. He also has been guest conductor of many American symphony orchestras and has conducted widely in Europe, both before coming to this country and in recent years.

Adler conducted the world premiere performance, in Brussels, of Menotti's "Maria Golovin" last Summer. He will conduct the American premiere of Strauss' "The Silent Woman" at the New York City Opera (Oct. 7). He will make his Rome opera debut conducting "Fair at Sorochinsk" by Moussorgsky next Spring, and later will conduct concerts for the BBC in London.

-----O-----



NBC COLOR TELEVISION NEWS

October 6, 1958

GEORGE SCHAEFER, PRODUCER-DIRECTOR OF 'JOHNNY BELINDA' COLORCAST
ON 'HALL OF FAME,' TELLS OF ADVANTAGES OF LIVE TV AND
CHALLENGE TO MAKE PERFORMANCE 'PEAK EFFORT'

"In television the director can be more of a Svengali than he can be in theatre," says George Schaefer, equally at home in both media.

Schaefer is currently rehearsing "Johnny Belinda" as producer-director for "Hallmark Hall of Fame." The NBC-TV Network will telecast the drama live in color Monday, Oct. 13 (9:30-11 p.m., EDT), with Julie Harris, Christopher Plummer and Victor Jory co-starred.

"Perhaps 'Svengali' is too strong a word," Schaefer says, "but the actor in TV is more dependent on the director in the general scaling of his performance than he is in the theatre. There is no audience there for him, and no second time. All of which makes it very challenging."

He believes that often a TV director can draw a single performance of extraordinary quality from an actor or actress who might not be able to sustain eight such efforts week after week in the theatre. "And it's more possible in TV than in the theatre to get a good performance from a bad actor. In the theatre, there is

(more)

nothing to protect him. In TV, if a person says 'The town is blown up!' and he's not very good, you let him start his sentence and then you cut to the reaction of the strongest actor on the set. In the theatre you can't keep the bad actor off-stage to make his speech."

Schaefer has directed 20 of the 23 "Hallmark Hall of Fame" shows, all live-in-color. He staged its two-hour productions of "Hamlet," "Richard II" and "Macbeth," all starring Maurice Evans, and directed most of the others. "I didn't get to do three of them because I was directing Broadway shows," he says.

The knowledge that the live TV performance is a one-time only, now-or-never affair gives the director a great advantage. "Undoubtedly this is also a challenge," Schaefer says, "but it is possible to set up a schedule of rehearsals so that the actual performance represents a peak effort. From a director's point of view, it's fun to work for that ONE -- a challenge to try to get it all on at once."

Nothing, says Schaefer, is more exciting than the crescendo of a live performance involving great actors. "All too often in the theatre this is either falsely over-projected to reach a balcony, or so intimate that only the first few rows of the orchestra really appreciate it. The thing you can do in television that I love so much is that you can catch the excitement two good actors generate as a scene plays. In 'Little Moon of Alban' on 'Hallmark' we had two great actors, Julie Harris and Christopher Plummer, listening and thinking and reacting. The same scene in the theatre would have gone only to the first five rows. By having our equipment in the right place at the right time, we were able to catch it. TV is the ONLY place

(more)

you can do this. In the movies, they shoot one person's question one day and shoot the other's answer three days later."

About the so-called "frantic" pace of TV and its people, Schaefer says, "We work on 'Hallmark' as calmly, as methodically, as unhysterically as we possibly can, but inevitably we're fighting time and money -- and there's never enough of either."

But he does admit that TV is a "technical madhouse." He calls "Johnny Belinda" an intricate show. "It's full of problems for me," he says. "It ranges a couple of years in time, through different seasons, with many 20-second costume changes for the actors, actors. In the theatre, the director rehearses seven or eight hours, and then he's pretty well through for the day. For TV, that's just not true. When I finish rehearsing seven hours, then I have accumulated hundreds of problems of a technical nature. Camera angles. What to do with the actors, for instance. And these I take home."

Every show, it seems, has at least one on-the-air crisis. "There's always the unknown element," Schaefer says. "Sometimes you have to skip shots, as for instance, in 'The Lark,' when our big camera got trapped in the wiring in the ceiling. You hope the things that go wrong are not the noticeable ones."

Later this season Schaefer will be producing and directing "Kiss Me Kate," "The Green Pastures" and at least one other play, all for "Hallmark Hall of Fame." These are all Milberg Productions.

TV drama's greatest need? "Sponsors who respect the American public sufficiently to be willing to do quality rather than just quantity," he says.

(more)

4 - George Schaefer

Schaefer, born in Wallingford, Conn., got an A. B. from Lafayette College and spent a year doing graduate work at Yale University's Drama School before the Army called him into wartime service. His hobbies, when he finds the time, are tournament contract bridge and taking 35mm movies. He lives in Manhattan with his wife, the actress Mildred Trares.

-----O-----

NBC-New York, 10/6/58



TRADE NEWS

A SERVICE OF



October 7, 1958

R. J. REYNOLDS TO BE ADDED SPONSOR OF 'WAGON TRAIN' AND
'NORTHWEST PASSAGE' ON NBC-TV NETWORK THROUGH 1958

The R. J. Reynolds Tobacco Company will sponsor the NBC Television Network's "Wagon Train" and "Northwest Passage" during the fourth quarter of 1958, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales. The new orders represent a sell-out for these programs through the end of the year.

The new order for "Wagon Train," which is telecast Wednesdays 7:30-8:30 p.m., NYT, is effective Oct. 8. R. J. Reynolds joins the Ford Division of the Ford Motor Company and the National Biscuit Company in sponsoring the program.

The new order for "Northwest Passage," which is telecast in color Sundays, 7:30-8 p.m., NYT, is effective Oct. 12. R. J. Reynolds joins the Radio Corporation of America in sponsoring the program.

The R. J. Reynolds Tobacco Company is represented by William Esty Company, Inc.

-----O-----

NBC RADIO NETWORK NEWS

October 7, 1958

SECRETARY OF AGRICULTURE BENSON TO PARTICIPATE IN PROGRAM MARKING 30TH ANNIVERSARY OF 'THE NATIONAL FARM AND HOME HOUR'

Secretary of Agriculture Ezra Taft Benson will pay tribute to the three decades of service to American agriculture of "The National Farm and Home Hour" during the program's 30th anniversary broadcast Saturday, Oct. 11 (NBC Radio Network, 12 noon, EDT).

Other participants in the program include Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company; Robert S. Stevenson, President of the Allis-Chalmers Manufacturing Company, which has sponsored the program for the past 14 years; Layne Beaty, chief of the radio section of the U. S. Department of Agriculture; the U. S. D. A.'s home reporter, Mary King; Frank E. Mullen, former Executive Vice President of NBC and originator of "The National Farm and Home Hour"; William E. Drips, former director of agriculture for NBC, and Robert Miller of Station WLW, Cincinnati, President of the National Association of Television and Radio Farm Directors.

Musical selections will be played by the Homesteaders Orchestra, conducted by Carl Fasshauer. Everett Mitchell is the program's master of ceremonies. The producer is Milton E. Bliss.

RICHARD G. RICKER NAMED SALESMAN WITH NBC-TV NETWORK CENTRAL DIVISION

Richard G. Ricker has been promoted to the post of Salesman with the NBC Central Division TV Network Sales staff, it was announced by Edward R. Hitz, NBC Vice President in charge of TV Network Sales in Chicago.

The appointment is effective Oct. 1. Mr. Ricker has been Sales Manager of NBC's Chicago station WNBQ for the past 17 months. He joined NBC, Chicago, in 1953 as a WNBQ salesman and later transferred to network sales and to the local station post. He began his business career in the Chicago Tribune advertising department, and for three years was with Station WGN-TV, Chicago, sales.

-----O-----

WIN ELLIOT IS NEW EMCEE OF 'TIC TAC DOUGH' MONDAY NIGHTS;
BILL WENDELL IS FILL-IN HOST ON THE DAYTIME SERIES

Win Elliot replaces emcee Jay Jackson on the NBC-TV Network's nighttime "Tic Tac Dough" colorcast (Mondays at 7:30 p.m., EDT).

Bill Wendell fills in for host Jack Barry on the daytime "Tic Tac Dough" (NBC-TV Network, Mondays through Fridays, 12 Noon, EDT -- in black and white only).

NBC-New York, 10/7/58



NBC COLOR TELEVISION NEWS

October 7, 1958

PHIL HARRIS, VAUGHN MONROE AND THE GOOFERS TO PERFORM
ON SIMULCAST OF 'GEORGE GOBEL SHOW' OCT. 21

Phil Harris, Vaughn Monroe and the Goofers will share the spotlight as guests on "The George Gobel Show" Tuesday, Oct. 21 (NBC-TV Network, 8 p.m., EDT.)

On this date only, "The George Gobel Show" will be a simulcast. It will be broadcast on the NBC Radio Network and colorcast on the NBC-TV Network, to mark the first use of stereophonic sound on a nationwide program. It will also be highlighted by a one-minute "freeze" of all live action during the colorcast, to illustrate the dramatic difference between a colorcast and a black-and-white telecast.

Harris will offer what will be for him a TV "first" when he sings "Minnie the Mermaid" -- in a turned-on shower. Monroe will appear in a comedy sketch with Gobel, Phyllis Avery -- the new "Alice" of the show -- and Freddy Albeck, who plays the valet, Foxholm. The Goofers, comedy instrumentalists, will perform in a novel setting -- swinging on a trapeze.

The show's regular singing group, "The Kids Next Door" will present their version of "Sweetie Pie."

Gobel's comedy monologue on the show will be an explanation, for laymen, of stereophonic sound.

-----O-----



October 7, 1958

MEADE ALCORN, REPUBLICAN NATIONAL CHAIRMAN,
WILL 'MEET THE PRESS' SUNDAY, OCT. 12

Meade Alcorn, chairman of the
Republican National Committee, will be the
guest on "Meet the Press" Sunday, Oct. 12
(NBC-TV Network, 6-6:30 p.m., EDT; NBC
Radio Network as part of "Monitor,"
6:30-7 p.m., EDT).

Mr. Alcorn, will be interviewed
by Jack Bell of the Associated Press,
Sarah McClendon of the El Paso (Tex.)
Times, Lawrence Spivak, producer and
permanent panelist of "Meet the Press,"
and a fourth panelist to be announced.
Ned Brooks will moderate the program,
which will originate in Washington.

"Meet the Press" is a Public
Affairs presentation of NBC News.

CAST AND CREDITS FOR 'SWISS FAMILY ROBINSON'
NBC-TV NETWORK SUNDAY, OCT. 12 (6:30-7:30 P.M. EDT)

CAST: Walter Pidgeon and Laraine Day star as
Father and Mother; Dennis Hopper stars as
Fritz; also starring Dennis Kohler as
Ernest and Patty Duke as Lydia; in the
saga of a shipwrecked family.

PRODUCTION: Talent Associates, Ltd.

EXECUTIVE PRODUCER: David Susskind.

PRODUCER: Alex March.

DIRECTOR: William A. Graham.

ASSOCIATE PRODUCER: Renee Valente.

TELEPLAY BY: M. L. Davenport.

ORIGINAL NOVEL: "Swiss Family Robinson" by Johann Wyss.

ART DIRECTOR: Duane McKinney.

MUSIC DIRECTOR: John Geller.

SPECIAL EFFECTS: Vince Mallardy.

AUDIO: Norman Ogg.

STORY EDITOR: Audrey Gellen.

ASSISTANT DIRECTOR: Marsha Kuyper.

UNIT MANAGER: Claude Traverse.

COSTUMES: Sal Anthony.

MAKEUP: Bob O'Bradovich.

TECHNICAL DIRECTOR: Larry Elikann.

ORIGINATION: NBC Studios, Brooklyn (live, with tape
portions).

SPONSOR AND AGENCY: Rexall Drug, Inc., through Batten, Barton,
Durstine and Osborn, Inc.

PREEMPTS ON THIS
DATE ONLY: "Outlook" and "Saber of London."

NBC PRESS REPRESENTATIVE: Joe Mehan, New York.
-----O-----

NBC-New York, 10/7/58

1107-500 44 15222

22/10/2019

THE NO. 1000

: 3193 375

CREDITS FOR 'FURY' ON NBC-TV NETWORK

STARTS 1958-59 SEASON: NBC-TV Network, Saturdays, 11 a.m., EDT,
Starting, Oct. 11.

SERIES BEGAN: Oct. 15, 1955.

FORMAT: Adventure film series starring Bobby
Diamond as young Joey; Peter Graves
as his guardian, Jim; Roger Mobley as
his neighbor Packy; and Fury, Joey's
black stallion. Locale is Jim's
Broken Wheel Ranch.

PACKAGER: Television Programs of America, Inc.

NBC EXECUTIVE PRODUCER: E. Roger Muir.

WRITERS: Art Browne, Jr., Lillian Rose, Nat
Tanchuck.

SPONSOR AND AGENCY: Borden Co. and General Foods Corp., on
alternate weeks; both through Benton
& Bowles, Inc. agency.

NBC PRESS REPRESENTATIVES: Joe Mehan, (New York); Jane Westover,
(Hollywood).

-----O-----

NBC-New York, 10/7/58

CREDITS FOR 'RUFF AND REDDY' ON NBC-TV NETWORK

STARTS 1958-59 SEASON: NBC-TV Network, Saturdays, 10:30 a.m.,
EDT, starting Oct. 11.

SERIES BEGAN: Dec. 14, 1957.

HOST: Jimmy Blaine (for live portion).

FORMAT: Filmed adventures of dog and cat heroes,
Ruff and Reddy, with a live portion
featuring Jimmy Blaine and his parrot
puppet, Rhubarb.

PRODUCER: E. Roger Muir.

DIRECTOR: Robert Hultgren.

PACKAGER: Hanna and Barbera Co.

WRITERS FOR JIMMY BLAINE: William Gilbert and Jack Weinstock.

UNIT MANAGER: Bert Fainberg.

SETS (FOR LIVE PORTION): Norman Davidson.

SPONSORS AND AGENCIES: General Foods Corp. through Benton &
Bowles, Inc.; and Mars, Inc., through
Knox, Reeves, Inc.

NBC PRESS REPRESENTATIVE: Joe Mehan (New York).

-----O-----

NBC-New York, 10/6/58

THE HISTORY OF THE UNITED STATES OF AMERICA

CHAPTER I
THE DISCOVERY OF AMERICA
The first discovery of America was made by Christopher Columbus in 1492. He sailed from Spain in search of a westward route to the Indies. On October 12, 1492, he landed on the island of San Salvador in the West Indies. This event marked the beginning of European exploration and colonization of the Americas.

CHAPTER II
THE EARLY YEARS OF THE COLONIES
The early years of the colonies were marked by struggle and hardship. The settlers faced a variety of difficulties, including lack of food, disease, and conflict with Native Americans. Despite these challenges, the colonies grew in number and size, and the spirit of independence began to take root.

CHAPTER III
THE STRUGGLE FOR INDEPENDENCE
The struggle for independence reached its climax in 1776. The Continental Congress declared the colonies' independence from Great Britain. The American Revolutionary War followed, and on September 17, 1781, the British evacuated the colonies and sailed back to Europe. The war ended with the signing of the Treaty of Paris in 1793, which recognized the United States as an independent nation.

CHAPTER IV
THE CONSTITUTION AND THE EARLY YEARS OF THE UNION
The Constitution was drafted in 1787 and ratified in 1791. It established the framework for the federal government and the relationship between the states and the federal government. The early years of the Union were marked by the growth of the country and the development of a national identity.

CHAPTER V
THE WESTERN EXPANSION
The western expansion of the United States was a major theme in the nation's history. The discovery of gold in California in 1848 and the subsequent gold rush led to a massive influx of settlers into the western states. The expansion of the railroads and the discovery of oil in Texas also played a significant role in the western expansion.

CHAPTER VI
THE CIVIL WAR
The Civil War was fought between 1861 and 1865. It was a conflict between the Northern states, which opposed slavery, and the Southern states, which defended it. The war ended with the Union's victory and the abolition of slavery. The Civil War was a turning point in the nation's history, as it established the principle of federal supremacy and the right of the federal government to enforce the laws of the Constitution.

CHAPTER VII
THE RECONSTRUCTION AND THE GILDED AGE
The Reconstruction period followed the Civil War, and it was a time of great change and challenge. The Southern states were brought back into the Union, and the rights of the freed slaves were being established. The Gilded Age was a period of rapid economic growth and industrialization, but it was also a time of corruption and social inequality.

CHAPTER VIII
THE PROGRESSIVE ERA
The Progressive Era was a period of reform and social change. It was a time when the government began to regulate the economy and protect the rights of the workers. The Progressive Era was a time of great achievement, but it was also a time of struggle and conflict.

CHAPTER IX
THE INTERWAR PERIOD
The interwar period was a time of relative peace and stability. The United States emerged from World War I as a major power, and it played a significant role in the League of Nations. The interwar period was a time of great achievement, but it was also a time of struggle and conflict.

CHAPTER X
THE SECOND WORLD WAR
The Second World War was fought between 1939 and 1945. It was a conflict between the Axis powers, which included Germany, Italy, and Japan, and the Allied powers, which included the United States, Great Britain, and the Soviet Union. The war ended with the Allied victory and the defeat of the Axis powers. The Second World War was a turning point in the nation's history, as it established the United States as a superpower and a leader in the world.

CHAPTER XI
THE COLD WAR
The Cold War was a period of tension and conflict between the United States and the Soviet Union. It was a time of great achievement, but it was also a time of struggle and conflict. The Cold War ended with the collapse of the Soviet Union in 1991.

CHAPTER XII
THE POST-COLD WAR PERIOD
The post-Cold War period was a time of great change and challenge. The United States emerged from the Cold War as a superpower, and it played a significant role in the world. The post-Cold War period was a time of great achievement, but it was also a time of struggle and conflict.

NBC OWNED STATIONS DIVISION**News**

October 8, 1958

'SCIENCE CALLING'

- - -

NBC's 13 Owned Radio and Television Stations Will Cooperate
In Public Service Project Focusing Public Attention
On Nation's Need for More Trained Scientists

Joining in a nationally significant public service project, "Science Calling," the 13 radio and television stations owned by the National Broadcasting Company in eight major cities will combine their resources and facilities for six weeks or more to focus public attention on America's need for more trained scientists.

The project was announced in New York today by P. A. (Buddy) Sugg, Executive Vice President in charge of NBC Owned Stations. Each station will serve as a broadcasting laboratory for developing techniques to stimulate nationwide interest in science and to encourage more young people to pursue science careers.

Mr. Sugg said "Science Calling" will complement "Continental Classroom," the course in atomic age physics which the NBC-TV Network is televising coast-to-coast and which will be carried for credit by more than 300 colleges and universities. Planned primarily for high school science teachers, the college course is designed to raise the level of science teaching in the country's high schools.

(more)

"Both projects are concerned with the same basic problem -- the need for an adequate supply of scientists in the critical years ahead -- but 'Science Calling' is broader in scope," Mr. Sugg declared. "We want to reach people of all ages. Not only must boys and girls of high school age and younger develop a greater interest in science, but science education must also have the support of parents, the clergy, industry and all other segments of American life. The attitude of parents is very important because, with most children, the motivation to study science must come from parental influence or the inspirational efforts of teachers."

Although the "Science Calling" theme is the same for all the stations, they will not all follow the same procedures, Mr. Sugg said.

"Each station is working with education authorities who, we believe, can best determine the educational needs and requirements of their area," he said. "The problems are different in every locality. In order to prescribe a definite program for all stations, one would have to assume that all communities have the same interests and the same educational level, which is not so. Our stations will be working with all levels of education -- high schools, junior high schools and even elementary schools. Each station will take advantage of its own facilities to meet the requirements of its own area."

Starting on various dates in October and November, the project will continue for a minimum of six weeks. In some cases the period will be much longer, and several of the special programs may become regular program series.

A total of at least 200 hours of program time and 3,500 public service announcements will be devoted to the "Science Calling"

(more)

3 - 'Science Calling'

theme by the NBC Owned Stations. The stations are: WRCA and WRCA-TV, New York City; WRCV and WRCV-TV, Philadelphia; WRC and WRC-TV, Washington; WNBC and WKNB, Hartford-New Britain; WAMP, Pittsburgh; WMAQ and WNBQ, Chicago; KRCA, Los Angeles, and KNBC, San Francisco.

Many of the programs are being produced in cooperation with leading educational institutions or scientific organizations. These include California Institute of Technology; the Thomas Alva Edison Foundation, in New York City; Office of Naval Research, Washington; University of Maryland; Illinois Institute of Technology; Chicago Board of Education; the Buhl Planetarium and Institute of Popular Science, Pittsburgh; Franklin Institute, Philadelphia; New Jersey State Education Association; Stanford University; Stanford Research Institute; University of California; Connecticut State Department of Education; Connecticut Science Teachers Association; U. S. Geological Survey; Howard University; American University; University of Chicago; Northwestern University; Illinois State Normal University; Los Angeles City Schools System; Drexel Institute of Technology; Connecticut Education Association; California Teachers Association, and California Academy of Science.

A cross-section of the subject matter will include the need for better science education at all levels, progress in scientific research, how science serves industry, and opportunities for science careers. The wide range of broadcast techniques used to convey this information will include lectures by eminent scientists, engineers and educators; panel discussions, interviews, documentaries, remote pick-ups from classrooms, laboratories, planetariums and industrial plants; demonstrations of science experiments; news features, film shows and dramatic programs.

(more)

4 - 'Science Calling'

The "Science Calling" project marks the second time that the NBC Owned Stations are using their combined facilities for a single public service project. Last year these stations concentrated on the "Know Your Schools" campaign. The six-week project was accorded praise from educators throughout the country and received two of broadcasting's highest honors, a George Foster Peabody Award and an Ohio State Award.

Following are summaries of the plans which the NBC Owned Stations have prepared for the "Science Calling" project:

NEW YORK

WRCA-TV, New York, will bring together teen-agers engaged in independent research and well-known men of science in a special program series, "They Speak for Themselves," presented in cooperation with The Thomas Alva Edison Foundation. The opening program, Sunday, Oct. 12, at 12 Noon, EDT, will feature Dr. Fred Phillips, pharmacologist at the Sloan-Kettering Institute for Cancer Research, who will exchange information with a 15-year-old girl who is studying the effects of tranquilizing drugs on white rats, and a 16-year-old boy who is conducting research with protozoa. Science-host will be George Schwartz, author and science teacher of Forest Hills High School. Science features will be scheduled in many of WRCA-TV's regular programs, including "Hi, Mom," "Dr. Joyce Brothers" and "Children's Theatre."

WRCA will visit high school science classes in New York area schools, where teachers will explain the class work in progress. This special program will be entitled "Go Science, Young Man." Bill Cullen

(more)

5 - 'Science Calling'

on "Pulse," and "The Ken Banghart Show," will present news stories of scientific interest. Men and women in science will be interviewed on "Guest of Honor" and "Celebrity Table."

HARTFORD--NEW BRITAIN

WNBC, Hartford-New Britain, is planning a special evening series treating four aspects of science: understanding nature, control of nature, pure research and applied science. Another group of special programs will show how science serves Connecticut industry. Also planned are 30 five-minute local inserts in "Today" which will deal with problems of science which have not been solved or where solutions to date are too expensive to be practicable. Concluding the "Science Calling" project, a full-hour show will summarize material covered in the other programs and indicate what lies ahead in scientific development.

On radio, WKNB will supplement the television effort with two special programs. One will be a series of panels offering guidance to high school students interested in science careers. The other will show modern methods of teaching mathematics, the language of science.

PHILADELPHIA

WRCV-TV, Philadelphia, has scheduled a special series, titled "Science Calling," which will feature guests from educational institutions and industry in discussions of the solar battery, liquid oxygen, space travel, atomic energy, heat treatment of metals and photo stress testing. On "Roundtable," members of the WRCV-TV news staff will consider the values and contributions of the "Science Calling" project. "Speak Up" will have three panel discussions on scientific

(more)

44-38861-10000

Triangle

2011

1940

topics, "Sermons from Science" will show the mysteries of nature, and "Genius" will present documentary films on the lives of famous scientists.

WRCV, in a special "Satellites and Science" series, will present authorities in various scientific fields. Among them will be A. L. Conrad, vice president of Government Service, RCA Service Company, who will discuss missile tracking at Cape Canaveral and Flanagan Gray, psychologist at the Naval Laboratory in Johnsville, Pa., who will explain developments in lessening the effects of G-strain. Science topics will be used exclusively for six weeks on "Junior Town Meeting of the Air," and the project will get other support from "Why," WRCV's regular science program.

WASHINGTON

In Washington, WRC-TV will present a special series, "Edge of the Unknown," covering the origin and nature of life, the universe, time, the earth, man and his environment, and the future. Guest panelists will be Dr. Herman Russell Branson, chairman of the Physics Department at Howard University; Dr. Joshua R. C. Brown, associate professor of Zoology, University of Maryland; Dr. Leo Schubert, chairman of the Department of Chemistry, American University; Dr. Joachim Weyl, director of research, Office of Naval Research, and Dr. Edwin W. Roedder, Chief of the Solid State Group, Geochemistry and Petrology Branch, U. S. Geological Survey. The program will be produced and directed by Frank Slingland, director of NBC's "Meet the Press." Regular programs will include many science features.

(more)

1. *Journal of the American Medical Association*, 1997; 277: 1033-1038.

7 - 'Science Calling'

WRC is planning a special program, "No Bounds," using panel discussions and conversations. The "Science Calling" project also will get strong support on several regular programs.

PITTSBURGH

WAMP, Pittsburgh, is aiming its message primarily at boys and girls in the fifth through ninth grades. The special programming, already under way, will run to mid-December. The first series, "Our Curious Young Minds," will originate in the Buhl Planetarium and Institute of Popular Science, with WAMP microphones picking up the questions asked by children on science tours and the answers of the tour leaders. Following this series will be "Science Bee," quiz programs in which eighth-grade students compete for U. S. Savings Bonds. Ronald Sutherland of the Buhl Planetarium's instructional staff will be moderator. It is expected that pupils from more than 40 Tri-State area schools will participate in the two series.

CHICAGO

WNBQ, Chicago, is presenting two special programs on science and culture produced by the Illinois Institute of Technology. The "Science Calling" theme also will be integrated into many of the regularly scheduled programs, including "City Desk," "Live and Learn," "The Pulpit" and "Active Education." A highlight of the project will be the appearance on "City Desk" of Dr. Norman Hilberry, Director of Argonne National Laboratory and a leading participant in the Second International Conference on Peaceful Uses of Atomic Energy, currently being held in Geneva. "Live and Learn" will present two programs in cooperation with Northwestern University, "The Role of the Engineer and Scientist" and "The Humanities and Science."

(more)

8 - 'Science Calling'

On WMAQ, "Speaking of Ideas," "City in Sound" and "Viewpoint" will devote their programs to science for six weeks. "Speaking of Ideas" will cover experimental science, "City in Sound" will visit Chicago area industrial plants, and the "Viewpoint" series will emphasize the need for science teachers at the elementary school, secondary school and university levels. Four of these latter programs will be produced by Illinois State Normal University and two by the University of Chicago.

LOS ANGELES

KRCA, Los Angeles, will program a 13-week series, "The Next Hundred Years," in cooperation with the California Institute of Technology. This series is based on a recently published book of the same title, and among the Cal Tech faculty members lecturing in the series will be Dr. Harrison Brown, professor of geochemistry, who is a co-author of the book. Other guest lecturers include Dr. Richard Johns, professor of geology; Dr. Linus Pauling, 1954 Nobel Prize winner; Dr. Clark Millikan, professor of aeronautics and director of the Guggenheim Aeronautical Foundation; and Dr. Matthew Sands, developer of the Synchrotron. Some of the telecasts will originate at Cal Tech. In addition to this series, KRCA will present a special program on teen-age scientists and will devote other programs to phases of science.

SAN FRANCISCO

KNBC, San Francisco, has scheduled 12 special programs for the "Science Calling" project. "Science and You," a series of six programs produced in cooperation with the California Teachers Association, will have among its panelists Adm. C. T. Singleton, director of

(more)

9 - 'Science Calling'

engineering and science, University of California; Charles Shaw, chairman of the American Chemical Society's Commission on Manpower, and Dr. Philip Rhinelander, dean of humanities and science, Stanford University. The other special programs and the organizations cooperating are "Science and Industry," Stanford Research Institute; "Scientists of Tomorrow," University of California, and "Youth Looks at Science," California Academy of Science.

-----O-----

NBC-New York, 10/8/58

engineering and science, University of California; Charles Shaw, chairman of the American Chemical Society's Commission on Manpower, and Dr. Philip Rhinelander, dean of humanities and science, Stanford University. The other special programs and the organizations cooperating are "Science and Industry," Stanford Research Institute; "Scientists of Tomorrow," University of California, and "Youth Looks at Science," California Academy of Science.

-----O-----

NBC-New York, 10/8/58

NBC OWNED STATIONS DIVISION**News**

October 8, 1958

NOTED SCIENTISTS AND EDUCATORS ENDORSE 'SCIENCE CALLING'

Many prominent scientists and educators have given enthusiastic endorsement to the "Science Calling" project of the NBC Owned Stations.

This public service project of six weeks' duration or longer was developed by the 13 radio and television stations owned by the National Broadcasting Company in eight leading cities to emphasize America's need for an adequate supply of trained scientists.

Typical of the comments which have been received by P. A. (Buddy) Sugg, Executive Vice President in charge of NBC Owned Stations, is the following, from Dr. Lloyd V. Berkner, president of Associated Universities, Inc., and an officer of several leading national and international scientific organizations: "I am sure that both scientists and citizens everywhere will welcome the initiative of NBC in sponsoring these ('Science Calling') programs. The events of the past year clearly indicate the importance of scientific skills to our national progress and welfare. NBC will be undertaking a great public service in encouraging the development of such skills."

(more)

2035/2

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

2 - Endorsements

Other comments:

Dr. L. A. DuBridge, president of California Institute of Technology: "We at Cal Tech are keenly aware of the importance of conveying to the general public a better understanding of the problems and achievements of science, with its impact on public policy, and welcome this opportunity of employing television as a contribution to this end."

Dr. John T. Rettaliata, president of Illinois Institute of Technology: "Illinois Institute of Technology is pleased to participate in the National Broadcasting Company's 'Science Calling' program. Radio and television are effective means of mass education, and the programs planned for the next few weeks should aid materially in bringing about greater public awareness of the contributions of science and technology to our civilization."

George E. Probst, executive director of the Thomas Alva Edison Foundation: "Young students appearing on 'They Speak for Themselves' (WRCA-TV) will typify excellence. By showing parents, teachers and young people themselves the remarkable scientific achievements of today's teen-agers, we hope to inspire others toward excellence. Viewers can see by this new program the crucial importance of encouraging the curiosity and excitement about science which almost every young person has."

Dr. Charles B. Nutting, president of the Board of Buhl Planetarium and Institute of Popular Science: "The Buhl Planetarium and Institute of Popular Science welcomes the opportunity to co-operate with Station WAMP and NBC in the presentation of the program series, 'These Curious Young Minds.' A significant feature of the

(more)

3 - Endorsements

series is that children will be talking to children, which we think may be a much more effective means of communication than adult instruction. This series, together with later phases of 'Science Calling,' will help us in reaching our goal of ultimately motivating young people toward scientific careers."

-----O-----

NBC-New York, 10/8/58



TRADE NEWS

October 8, 1958

NBC-TV NETWORK'S SATURDAY MORNING BLOCK OF CHILDREN'S PROGRAMS SHIFT INTO HIGH GEAR

- - -

So States Executive Producer Muir, Commenting on Ratings-Sponsorship

The NBC-TV Network's Saturday morning block of children's programming shifts into high gear Saturday, Oct. 11 -- in better shape than ever before, according to E. Roger Muir, NBC executive producer in charge of the shows.

"We've got a natural lead-in of age levels," Muir said.

"'Howdy Doody' with its moppets leads to 'Ruff and Reddy,' an older age group; then 'Fury,' a little older, and finally 'Circus Boy,' an all-family attraction," he said.

Rating-wise and commercially the kiddie block is in fine shape, too, Muir believes, stating: "'Howdy,' now in its eleventh year, has increased its audience share 20 per cent over a year ago. 'Ruff and Reddy' has more than doubled its share of the audience. 'Fury' is running real strong and 'Circus Boy' is a proven audience attraction."

Sponsor confidence in the block, Muir said, is reflected in a very high proportion of sold time for the season.

The Saturday morning children's lineup follows (all times EDT): "Howdy Doody," 10 a.m.; "Ruff and Reddy," 10:30 a.m.; "Fury," 11 a.m., and "Circus Boy," 11:30 a.m.

Sponsors involved so far in the shows are: Continental Baking Co.; Mars, Inc.; General Foods Corp., and Borden Co.

-----O-----

NBC-TV, New York 10/8/58

Ms. A. 9.2

THE UNIVERSITY OF CHICAGO

LIBRARY

1911

THE UNIVERSITY OF CHICAGO

LIBRARY

THE UNIVERSITY OF CHICAGO

LIBRARY

THE UNIVERSITY OF CHICAGO

LIBRARY

THE UNIVERSITY OF CHICAGO

LIBRARY

THE UNIVERSITY OF CHICAGO

LIBRARY

THE UNIVERSITY OF CHICAGO

LIBRARY

THE UNIVERSITY OF CHICAGO

LIBRARY

THE UNIVERSITY OF CHICAGO

LIBRARY

THE UNIVERSITY OF CHICAGO

LIBRARY

THE UNIVERSITY OF CHICAGO

LIBRARY

THE UNIVERSITY OF CHICAGO

LIBRARY

JACK PAAR NAMED 'PERSONALITY OF THE YEAR'

BY THE VARIETY CLUB OF WASHINGTON

NBC-TV Network star Jack Paar was named "Personality of the Year" today (Oct. 8) by the Variety Club of Washington for his outstanding contribution to the world of entertainment.

Paar, who took over the "Tonight" series (later renamed "The Jack Paar Show") July 29, 1957, joins the ranks of other noted entertainment personalities honored with the Variety Club award. During its 10-year history the "Personality of the Year" recognition has gone to Al Jolson (1949), Arthur Godfrey (1950), Joe E. Brown (1951), Perry Como (1952), Jane Froman (1953), Eddie Fisher (1954), Steve Allen (1955), Pat Boone (1956) and Kitty Kallen (1957).

Paar will travel to Washington Nov. 22 to receive the award at the club's annual dinner-dance.

NBC-New York, 10/8/58



NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Oct. 19 - 25 (All Times EDT)

Sunday, Oct. 19

7:30-8 p.m. -- "Northwest Passage" -- the adventures of Major Robert Rogers and his Rangers during the French and Indian War. Keith Larsen, Buddy Ebsen and Don Brunett star. Tonight: "Breakout."

8-9 p.m. -- "The Steve Allen Show" -- Steve's guests tonight are Gertrude Berg, Tony Bennett, Cathy Linden and the Harlem Globe Trotters. Comedians Louis Nye, Don Knotts and Tom Poston are featured.

9-10 p.m. -- "The Dinah Shore Chevy Show" -- Dinah is hostess tonight to Ethel Merman, Danny Thomas, Marge and Gower Champion and Rusty Hamer.

Monday through Friday, Oct. 20 - 24

2:30-3 p.m. -- "Haggis Baggis" -- an audience-participation program starring Fred Robbins as emcee.

Monday, Oct. 20

7:30-8 p.m. -- "Tic Tac Dough" -- Win Elliot is emcee of this audience-participation show based on the game of "Tic Tac Toe."

10-10:30 p.m. -- "The Arthur Murray Party" -- a dancing program starring Kathryn and Arthur Murray. Tonight's guests are Helen Hayes, Shelley Winters, Ernie Kovacs, Edie Adams and Dick Clark.

(more)

2 - NBC-TV NETWORK COLORCAST SCHEDULE

Tuesday, Oct. 21

8-9 p.m. -- "The George Gobel Show" -- George's guests tonight are Phil Harris, Vaughn Monroe and The Goofers. On this date only, "The George Gobel Show" will be a simulcast. It will be broadcast on the NBC Radio Network and colorcast on the NBC-TV Network, to mark the first use of stereophonic sound on a nationwide program. It will also be highlighted by a one-minute "freeze" of all live action during the colorcast, to illustrate the dramatic difference between a colorcast and a black-and-white telecast.

Wednesday, Oct. 22

8:30-9 p.m. -- "The Price Is Right" -- Bill Cullen emcees this program on which contestants judge the value of merchandise.
9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" -- a new comedy program. Milton's guest tonight is Carl Sandburg.

Thursday, Oct. 23

8-9 p.m. -- "The Bell Telephone Science Series" presents "Gateways to the Mind," the "story of the human senses." Dr. Frank Baxter is host.
9:30-10 p.m. -- "The Ford Show," -- a comedy program with music. Tennessee Ernie Ford's guest tonight is William Bendix.
10:30-11 p.m. -- "Masquerade Party" -- noted personalities disguise themselves and challenge a panel of experts to identify them. Bert Parks is host.

(more)

3 - NBC-TV NETWORK COLORCAST SCHEDULE

Friday, Oct. 24

8-9 p.m. -- "The Further Adventures of Ellery Queen" -- a new live mystery series based on the experiences of the famous writer-sleuth. George Nader stars in the title role. Tonight: "The Eighth Mrs. Bluebeard."

Saturday, Oct. 25

8-9 p.m. -- "The Perry Como Show" -- David Wayne and composer Jimmy McHugh are Perry's guests tonight.

-----O-----

NBC-New York, 10/8/58



TRADE NEWS

3-X-H

A SERVICE OF



October 9, 1958

ARMOUR AND CO. PLACES NEW 52-WEEK ORDERS TOTALING

\$2,000,000 IN DAYTIME SHOWS ON NBC-TV NETWORK

Armour and Company has placed new 52-week daytime orders with the NBC Television Network amounting to \$2,000,000 in gross billings, it was announced by Walter D. Scott, Vice President, Television Network Sales, for NBC.

The orders are effective immediately and call for sponsorship of an alternate-week quarter-hour segment in three Monday-through-Friday programs, and sponsorship of two alternate-week segments in a fourth program. The segments and programs follow: an alternate-Monday and alternate-Wednesday segment in "Concentration" (telecast 11:30 a.m.-12 noon, EDT); an alternate-Tuesday segment in "It Could Be You" (telecast 12:30-1 p.m., EDT); an alternate-Thursday segment in "Today Is Ours" (telecast 3-3:30 p.m., EDT), and an alternate-Friday segment in "Dough-Re-Mi" (telecast 10-10:30 a.m., EDT).

The order for the alternate-Wednesday segment of "Concentration" was placed through N. W. Ayer and Son, Inc. The other orders were placed through Foote, Cone and Belding.

-----O-----



TRADE NEWS

October 9, 1958

NICK (PETER LAWFORD), NORA (PHYLLIS KIRK) AND ASTA (THE TERRIER)
RETURNING TO NBC-TV NETWORK IN NEW ADVENTURES OF 'THE THIN MAN'

Friday Night Series Sponsored by the Colgate Palmolive Company

Super-sleuth Nick Charles and his ever-loving and attractive wife Nora will move into a new home for a new series of comedy-mystery adventures when "The Thin Man" starts its second season on the NBC-TV Network Friday, Oct. 24 (9:30-10 p.m., EDT).

"The Thin Man," starring Peter Lawford and Phyllis Kirk as Nick and Nora Charles, again will be sponsored by the Colgate Palmolive Company through the Ted Bates and Company, Inc., advertising agency.

A new regular member of the cast has been added. Pat Donohue, rising young comedienne and dramatic actress, will play the role of Hazel -- Nick's and Nora's new "next door neighbor." Miss Donohue, who has appeared on Jack Benny's shows, will be introduced on the second show, Oct. 31.

In the opening episode (Oct. 24), Nick and Nora are in the process of moving from their New York City Park Avenue apartment to a nearby brownstone which becomes the "Scene of the Crime." When Nora learns that the place they have leased was the scene of an unsolved axe murder (with the victim never found), she refuses to move into a home that might house a ghost. But Nick, with a six month's lease at stake, decides it is the better part of economy, if not valor, to get to the bottom of the mystery.

(more)

"The Thin Man," which began on the NBC-TV Network, Sept. 20, 1957, is produced by MGM-TV in the same studio where "The Thin Man" features with William Powell and Myrna Loy were filmed.

Though Nick Charles has given up detective work at his wife's request, he keeps getting lured back into it by fate and friends. Nora, because she is very much in love with her husband, does her best to go along with him.

Also returning for the 1958-59 season will be Asta, Nick's and Nora's famed wire-haired terrier who is under the mistaken notion that he is a bloodhound and forever is tripping over clues and corpses.

"Scene of the Crime" was written by Edmund Hartmann, directed by Richard Kinon and produced by Bob Welch. Supporting players include Jack Albertson as St. Evans, Hayden Rorke as Everett Tyson, Tina Carver as Mrs. Tyson, Emile Meyer as Clyde, Robert Williams as John Broski, Almira Sessions as Mrs. Shubert, James Nolan as Officer Frumkin and Jimmy Ames as the moving man.

-----O-----

NBC-New York, 10/9/58

"The first thing I noticed when I stepped out of the car was the cold. It was a sharp contrast to the warm blanket of the car. I looked around, trying to get my bearings. The street was empty, the only sound being the distant hum of traffic. I took a deep breath, feeling the cold air fill my lungs. I started walking, my feet hitting the pavement. The ground was wet, reflecting the light from the street lamps. I walked for a while, feeling a sense of purpose. I knew I was on the right path. The cold was not a hindrance, it was a challenge. I pushed through it, feeling a sense of accomplishment. I reached the end of the street, looking back at the path I had traveled. It was a long way, but I had made it. I smiled, feeling a sense of pride. I turned around, ready to continue my journey. The cold was still there, but it no longer bothered me. I was stronger now, more resilient. I walked back the way I came, feeling a sense of peace. The cold was no longer a barrier, it was a friend. I had overcome it, and I was proud of myself. I reached the car, getting in and feeling the warmth of the engine. I took a deep breath, feeling the cold air fill my lungs. I started driving, feeling a sense of freedom. The cold was no longer a hindrance, it was a challenge. I pushed through it, feeling a sense of accomplishment. I reached the end of the street, looking back at the path I had traveled. It was a long way, but I had made it. I smiled, feeling a sense of pride. I turned around, ready to continue my journey. The cold was still there, but it no longer bothered me. I was stronger now, more resilient. I walked back the way I came, feeling a sense of peace. The cold was no longer a barrier, it was a friend. I had overcome it, and I was proud of myself."

THE END



SPECIAL PROGRAMS ON DEATH OF POPE PIUS PRESENTED BY NBC NEWS

A filmed documentary covering highlights in the life of Pope Pius XII was presented on the NBC Television Network last night Wednesday (Oct. 8), minutes after the Pontiff's death was announced.

The half-hour telecast, narrated by NBC Newsman Frank Blair, was followed by on-the-scene commentary from NBC News correspondents Merrill Mueller and Joseph Michaels in Castel Gandolfo, Italy. The presentation ran from 11:15-11:45 p.m., EDT.

NBC News had made elaborate provisions to insure that fast, complete information on the Pope would be readily available to NBC-TV and NBC Radio Network audiences. A circuit between the NBC News staff at the papal palace and Radio Central in New York was kept open from 5:45 a.m., EDT, yesterday until after the announcement of the Pope's death.

In addition to Mueller and Michaels, NBC News cameramen Guy Blanchard and Edmundo Ricci were covering the story.

* * *

"Commemoration of Pope Pius XII," a special radio program on the life of the late Pontiff, was scheduled on the NBC Radio Network tonight, Thursday, Oct. 9, 9:05-10 p.m., EDT as a Public Affairs presentation of NBC News.

Church leaders listed to participate include Edward Cardinal Mooney of Detroit, James Francis Cardinal McIntyre of Los Angeles, the Most. Rev. Amleto Giovanni Cicognani, Papal Delegate to the United States, and the Most Rev. Francis P. Keogh of Baltimore. A statement by Francis Cardinal Spellman of New York was to be read on the broadcast.

-----o----- NBC-New York, 10/9/58

NBC'S WILLIAM R. McANDREW URGES STATE DEPARTMENT PROTEST SOVIET
CLOSING OF CBS NEWS BUREAU AND EXPULSION OF CORRESPONDENT

William R. McAndrew, Vice President, NBC News, yesterday (Oct. 8), strongly urged the State Department to protest the Soviet closing of the CBS news bureau in Moscow and expulsion of CBS correspondent Paul Niven.

In a telegram to Andrew Berding, Assistant Secretary of State for Public Affairs, McAndrew said, "NBC News joins the Columbia Broadcasting System in urging the State Department to protest the closing of CBS' news bureau in Moscow and expulsion of its correspondent Paul Niven. NBC News feels that this action will only make it that much more difficult for the American people to know the Russian people. We ask that you use your best efforts to restore CBS' reportorial privileges in the Soviet Union."

On "NBC News -- the Huntley-Brinkley Report" (NBC-TV Network, 6:45 p.m., EDT) last night, Chet Huntley said, "The Soviet government today ordered the Columbia Broadcasting System to close its Moscow news bureau and gave the CBS correspondent two weeks to leave the country. The Soviet Foreign Ministry said the action was taken because of some recent CBS programs and particularly in retaliation for a recent television play called 'The Plot to Kill Stalin.' To punish a television news department for something said in a dramatic show is a kind of justice which would occur only to the Kremlin, which tries to make certain that Soviet musicians, painters, poets, dramatists and journalists all sound alike.

"And as the State Department indicated this afternoon, the Soviet action represents an attempt to extend its censorship even inside the United States. NBC News has joined CBS in lodging a protest."

-----O-----

NBC-New York, 10/9/58

WASHINGTON, D. C., February 1, 1917

Sir: I have the honor to acknowledge the receipt of your letter of the 28th inst.

and in reply to inform you that the same has been forwarded to the proper authorities.

I am, Sir, very respectfully,
Yours very truly,

W. A. RORER, Secretary

Enclosed for the Bureau are two copies of the report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

Report of the Committee on the Report of the Committee on the Report of the Committee on the

MENOTTI'S "MARIA GOLOVIN" TO HAVE NEW YORK THEATRICAL RUN;
NBC-COMMISSIONED WORK HAD WORLD PREMIERE AT BRUSSELS FAIR

Gian Carlo Menotti's musical drama "Maria Golovin" will be presented on Broadway by David Merrick and the National Broadcasting Company in association with Byron Goldman. The premiere will take place Wednesday, Nov. 5, at the Martin Beck Theatre. Leading roles will be played by Franca Duval, Richard Cross, Patricia Neway and William Chapman, who had the same parts in the world premiere last August at the Brussels World's Fair. Menotti will stage the presentation.

The work was commissioned by the National Broadcasting Company and was presented by NBC in Brussels. Peter Herman Adler, music and artistic director of the NBC Opera Company, will be on the podium as he was in Brussels. The sets and costumes from the Brussels production will be used on Broadway. Sets are by Rouben Ter-Arutinian.

European and British critics were uniformly enthusiastic about this musical drama, according high praise to Menotti and the cast. Queen Mother Elizabeth of Belgium who attended the premiere stated: "This is one of the most exciting evenings we have had for a long time."

"Maria Golovin" will be presented on the NBC Television Network, but not until after its Broadway run.

This is the third work by Gian Carlo Menotti commissioned by NBC. The others were "The Old Maid and the Thief" and "Amahl and the Night Visitors."

-----O-----

NBC-New York, 10/9/58

REPORT OF THE COMMISSIONER OF THE GENERAL LAND OFFICE
FOR THE YEAR 1891

The Commission has the honor to acknowledge the receipt of the report of the Surveyor-General of the Land Office, dated the 1st of January, 1892, and to express its appreciation of the care and attention which he has bestowed upon the preparation of the same. The report contains a full and complete statement of the operations of the Surveyor-General's Office during the year, and is a valuable contribution to the knowledge of the public lands of the United States.

The report also contains a full and complete statement of the operations of the Surveyor-General's Office during the year, and is a valuable contribution to the knowledge of the public lands of the United States. The Commission has the honor to acknowledge the receipt of the report of the Surveyor-General of the Land Office, dated the 1st of January, 1892, and to express its appreciation of the care and attention which he has bestowed upon the preparation of the same.

The Commission has the honor to acknowledge the receipt of the report of the Surveyor-General of the Land Office, dated the 1st of January, 1892, and to express its appreciation of the care and attention which he has bestowed upon the preparation of the same. The report contains a full and complete statement of the operations of the Surveyor-General's Office during the year, and is a valuable contribution to the knowledge of the public lands of the United States.

CAST AND CREDITS FOR 'AN EVENING WITH FRED ASTAIRE' COLORCAST
FRIDAY, OCT. 17, 9-10 p.m., EDT ON NBC-TV NETWORK

TIME: NBC-TV Network colorcast, Friday,
Oct. 17, 1958, 9-10 p.m., EDT.

STARRING: Fred Astaire.

WITH: The Jonah Jones Quartet, David Rose
and his orchestra.

INTRODUCING: Miss Barrie Chase.

DANCERS: Mary Thomas, Darleen Engle, Joyce
Horne, Larri Thomas, Mary Menzies,
Glenda Guilfoyle, Terri Lawrence,
Barbara Frederickson, Roy Fitzell,
Bery May, Paul Rees, Ricky Gonzales,
Jimmy Huntley, Frank Radcliffe,
Gerald Staebler and Rod Bieber.

PRODUCER-DIRECTOR: Alan "Bud" Yorkin.

CHOREOGRAPHER: Hermes Pan.

MUSIC DIRECTOR: David Rose.

SPECIAL MATERIAL: Herbert Baker.

ART DIRECTOR: Edward Stephenson.

UNIT MANAGER: Dean Craig.

TECHNICAL DIRECTOR: William F. Wallace.

MAKEUP SUPERVISOR: John Chambers.

WARDROBE AND COSTUME DESIGN: Ray Aghayan.

ANNOUNCER: Art Gilmore

(more)

CAST AND CREDITS FOR THE NEW ADVERTISING CAMPAIGN
WILLIAM W. WILSON, JR., PRESIDENT, WILSON & WILSON

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

WILSON & WILSON, INC., 100 N. W. 10th St., Miami, Fla.

2 - 'An Evening With Fred Astaire'

SPONSOR (AND AGENCY): Chrysler Corporation (Leo Burnett Co.,
Inc.)

PRODUCTION: Ava Productions, Inc., in association
with the NBC-TV Network.

EXECUTIVE PRODUCER FOR THE
AGENCY: John H. Christ.

ORIGINATION: NBC's Color City Studios, Burbank,
Calif.

NBC PRESS REPRESENTATIVES: Al Cammann, New York; Rolf Gompertz,
Hollywood.

-----O-----

NBC-New York, 10/9/58

PERSON (AND ADDRESS)

Chrysler Corporation (Los Angeles Cal.)
(1955)

LOCATION:

Auto Production, Dept. of Engineering
with the RUC-TV network.

SECURITY INFORMATION FOR THE
AGENCY:

LOCATION:

John H. Smith,
10010 Colton City Center, Los Angeles,
California.

FOR THE REPRESENTATIVE:

40 (General, New York, Holt Company),
Hollywood.

CONFIDENTIAL

100-444-1000, 10/1/55



TELEVISION NEWS

KERMIT BLOOMGARDEN, NOTED THEATRICAL PRODUCER, IS SIGNED TO CREATE
AND PRODUCE TWO LIVE 'SPECIALS' ON NBC-TV NETWORK

FOR RELEASE MONDAY A.M., OCT. 13

The National Broadcasting Company has signed theatrical producer Kermit Bloomgarden to create and produce two live television "specials" for the NBC Television Network over the next 24 months, it was announced by Robert F. Lewine, Vice President, NBC Television Programs. Mr. Bloomgarden is making his debut as a television producer with NBC.

Mr. Bloomgarden is one of the most consistently successful producers in the American theatre. Over the past 13 years he has presented some two dozen attractions, including, "Deep Are the Roots," "Another Part of the Forest," "Death of a Salesman," "Command Decision," "Autumn Garden," "The Lark," "The Diary of Anne Frank," "The Most Happy Fella" and two current Broadway hits, "The Music Man" and "Look Homeward, Angel."

Bloomgarden productions have earned a total of three Pulitzer Prizes, five New York Drama Critics Circle Awards and five Antoinette Perry ("Tony") Awards, among others.

The Bloomgarden schedule for NBC-TV will be announced shortly.

Mr. Bloomgarden's forthcoming Broadway schedule includes a production of the new, as yet untitled Arthur Miller play and a new musical comedy, "Cry for Happy."

-----O-----



NBC COLOR TELEVISION NEWS

SID CAESAR RETURNS TO NBC-TV NETWORK SUNDAY, NOV. 2, HEADING
'CHEVY SHOW' COLORCAST WITH ART CARNEY, SHIRLEY MacLAINE,
CLIFF NORTON AND THE KIRBY STONE QUARTET

Sid Caesar, master satirist and mimic, will return to the NBC-TV Network to head an all-star cast on the "Chevy Show" colorcast Sunday, Nov. 2 (9-10 p.m., EST). Guests will include Art Carney, Shirley MacLaine, Cliff Norton and the Kirby Stone Quartet, among others. The comedy-variety hour will be based on Caesar's observations of his 10 years in TV.

The "Chevy Show" is produced by Henry Jaffe Enterprises in association with the NBC-TV Network. It will be directed by Alan Handley and written by Larry Gelbart with the assistance of Woody Allen. Paul Weston will be music director and Gene Nelson choreographer. Supervising for Shellrick Corp., Caesar's own production organization, will be Hal Janis.

Caesar scored immediately in TV with his NBC debut in 1949. During his eight years with the network he emerged as an outstanding creative talent -- not only as a performing star, but as head of his own production unit. He created the formats for his programs and also participated in production, writing, direction and music.

(more)

2 - Sid Caesar

The Nov. 2 "Chevy Show," which will mark Caesar's return to NBC-TV after an absence of almost two years, will be the first of the comedian's special programs in the series. The date of the next Caesar show will be announced.

The "Chevy Show" is sponsored by the Chevrolet Division, General Motors Corp., through Campbell-Ewald Co. agency. It will originate in NBC's Color City Studios, Burbank, Calif.

-----O-----

NBC-New York, 10/10/58



NBC'S ROBERT F. LEWINE TELLS ITHACA COLLEGE AUDIENCE OF ADVANTAGES
OF NETWORK TV IN RAISING LEVEL OF SCIENCE TEACHING IN HIGH SCHOOLS

FOR RELEASE SATURDAY P.M., OCT. 11

The pressing need for raising the level of science teaching in our high schools can be done swiftly, on a large scale and with a consistently high level of instruction only through a national television network, Robert F. Lewine, Vice President, NBC Television Network Programs, told an Ithaca College audience today.

Mr. Lewine, speaking at the dedication of Ithaca College's new television and radio studios in Ithaca, N. Y., said that the NBC Television Network is doing just this now with "Continental Classroom," a daily course in atomic physics designed primarily for high school teachers to modernize their knowledge of science and which may be taken for college credit.

"What makes 'Continental Classroom' possible," Mr. Lewine said, "is the existence of commercial network television...Whatever its faults...commercial television is the best means yet devised to fulfill the potential of this wonderful medium. (Alternative systems) would not begin to match television as we know it in its rich, competitive variety of entertainment, news, special events, sports and cultural programs...

"And let us remember that in television, advertising not only makes possible the sponsored programs with which it is identified, but enables the network to underwrite the huge expense of public service programming that may not attract any sponsor." (As an example,
(more)

Mr. Lewine cited the NBC-TV Network's extensive coverage of the Middle East crisis recently.)

In conclusion, Mr. Lewine told the audience that "however difficult you may find it entering an industry that is now tightly organized, I can assure you of this: Because of its enormous, unending demand for material and its high premium on originality and imagination, there is no other field I can think of in which talent is so likely to find its own level."

-----O-----

NBC SIGNS AFFILIATION AGREEMENT WITH CHANNEL 10
TELEVISION CORPORATION OF MICHIGAN

FOR RELEASE MONDAY A.M., OCT. 13

The National Broadcasting Company has signed an affiliation agreement with the Channel 10 Television Corporation of Michigan, Inc., it was announced jointly today by Harry Bannister, Vice President in charge of Station Relations for NBC, and John Pomeroy, President and General Manager of Channel 10 Television Corporation.

The station, which goes on the air Jan. 1, 1959, will have its main studios in Jackson, Mich., and will serve the central Michigan area. The new station will have an effective radiated power of 316 kw and will transmit from a 1,000-foot antenna. The call letters will be announced later.

-----O-----

CREDITS FOR 1958-59 NBC-NBA PROFESSIONAL BASKETBALL

'GAME OF THE WEEK' SERIES ON NBC-TV NETWORK

TIME: Sundays starting Oct. 12 and continuing through April 5, 2:30 p.m., NYT, to conclusion (approximately 5 p.m., NYT). (Note: There will be no basketball telecast Dec. 28.)

COVERAGE: Telecasts of 25 National Basketball Association games -- one pre-season exhibition (Oct. 12), 20 regular-season games, four playoff contests. On 20 regular-season dates, Syracuse will have four home games televised, Minneapolis and Cincinnati three each, New York, Boston, Philadelphia, Detroit and St. Louis two each. This is fifth consecutive season NBC-TV has presented pro basketball series.

COMMENTATOR: Curt Gowdy.

PRODUCER: Lou Kusserow.

DIRECTOR: Harry Coyle.

SPONSOR: Bayuk Cigars, Inc., one-quarter sponsorship.

AGENCY: Feigenbaum and Wermen Advertising Agency of Philadelphia.

NBC PRESS REPRESENTATIVE: Bob Goldwater (New York).

-----O-----

NBC, New York 10/10/58

1515

15 NOV 59

[illegible]

1957-1961

1077094

507. 11

:Y01500

THE UNIVERSITY OF CHICAGO PRESS

1901-02-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1



FEATURE

October 9, 1958

THIS FELLOW HATHAWAY ABOUT RATINGS

AND HIS COMMENTS RINGETH A BELL

- - -

(Note to Editors: Story Is Told in First
Person Singular--Very Singular, Indeed!)

I was walking down Madison Avenue the other day wondering where the summer went, when suddenly a voice spoke up from behind me.

"Hi-ho," the voice said.

I stopped and turned. It was Gordon Hathaway of Manhattan.

"Hello, Gordon," I said. "How's business?"

"Wonderful, oh noble duke of the dictionary," replied Gordon. "I've got a 19.5."

"That's terrible," I said. "It's supposed to be 98.6."

"Don't josh with me, Slim," he said. "I'm talking about a 19.5 rating."

"What are those ratings all about, Gordon," I asked.

"Simple, you fourth estater, you," he said. "Would you like me to explain them?"

"I sure would," I said.

"Well," said Gordon, "the rating systems are based on who has a set turned on as compared to how many own a set. If you don't own the set, then that telephone ring isn't the rating service, Slim, it's the finance company."

(more)

"Hmmm!" I said.

"Oh, I'm hot today," said Gordon.

"Yeah," I said. "But, go on."

"Oh...yes. Well, if your set," said Gordon, "is turned on the noble kind of the airwaves, for instance, then..."

"You mean Steve Allen," I interrupted.

"Of course, Slim," he said. "Who else?"

"Who else? Indeed!" I said.

"So," said Gordon, "if your set is turned on and the rating service calls you, why you say, I'm watching Steverino Allen."

"And then?" I asked.

"Then," said Gordon, "they mark it down. You get one point. Of course, if you were out in the kitchen you only get $3/4$ of a point or a .75. If you were switching between Steverino and Ed Sullivan...Oh, oh, I said it, I said it..."

"There, there Gordon," I comforted. "Get hold of yourself."

"Thanks, noble scrivener," he replied. "I needed that. Anyway, if you were switching between the two shows, then both shows get a .4 rating. Now, a .4 and a .4 is a .8. The other .2 left over from the whole point goes to other channels in between, depending, of course, on whether you went clockwise or counter-clockwise."

"Huh?" I said.

"If, on the other hand," said Gordon, "your youngster switched the set to Hopalong Cassidy while you weren't looking, it doesn't count against you."

"Hold on a minute," I pleaded.

(more)

"I said."

"I'm not doing," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said."

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said," said Gordon.

"I said."

"I said," said Gordon.

"I said," said Gordon.

"I said."

"I said."

"Don't stop me now, Slim," said Gordon. "I'm rolling. If your neighbor's set is turned up so loud you can hear it, then your neighbor's show gets a .3 and the show you're watching gets a .7. If the radio is turned on in the kitchen, the service deducts a .4 from your point. On the other hand, if you have two sets in the house and both are turned on to the same program, you get a .4 bonus. If you have your own television camera, then the service hangs up in your face. There's enough competition as it is."

"I'm confused, Gordon," I said.

"I have a song about it," said Gordon. "Perhaps that would help."

"Perhaps", I said.

"The tune is 'St. Louis Blues,'" said Gordon. "You know the number?"

"It's familiar," I said.

"Then I'll proceed without further ado," said Gordon.

"Would it make any difference if I said I didn't want to hear it?" I asked.

"Oh, you're joshing again," said Gordon. "Now, here's the song:

I hate to see, my TV rating go down,
Oh, I hate to see, my TV rating go down,
'Cause my money, it'd leave this town.
I've got the rating-lovin' blues,
Just as blue as can be..."

"Thanks and goodbye," I said.

-----o-----



NBC COLOR TELEVISION NEWS

October 13, 1958

COLOR TV SET OWNERS REPRESENT A 'QUALITY' MARKET,
NBC-BBDO 'COLORTOWN' REPORT SHOWS

The first formal report from ColorTown, U. S. A., on the distinguishing characteristics of today's color set owners was released jointly today by Hugh M. Beville, Vice President, NBC Planning and Research, and Ben Gedalecia, Vice President of Research for Batten, Barton, Durstine & Osborn, Inc.

The report -- which is part of a continuing study of the growth and impact of color TV in a typical medium-sized city -- compares color set owners with a panel representing a cross-section of the general public. The ColorTown study is jointly financed by BBDO and NBC.

Sixty-five per cent of the color owners have incomes over \$7,500, while only 17 per cent of the cross-section panel have incomes this high, the report shows. Four out of 10 color set owners have annual incomes of \$10,000 or more.

Eight out of 10 color set owners also own their own homes. These homes are, primarily, single-family dwellings. This fact, which of itself reflects higher income, makes the color set owner a prime prospect for a wide variety of goods and services.

In addition to being a more prosperous group, color set owners are more eager to try new products. Half of them said they

(more)

like to try new products as soon as they come on the market. On the other hand, 62 per cent of the black-and-white set owners stated they liked to wait until others had had some experience with the products before trying it themselves.

The first color set buyers are the same kind of people who first bought black-and-white TV. Thirty-seven per cent of the color set owners bought their first TV sets in 1948 or before, as opposed to only 15 per cent of the black-and-white set owners. By 1951, the year of the big breakthrough in black-and-white TV sales, 72 per cent of the color group already owned TV sets.

The color set owner is better educated than the average citizen. Nearly four out of 10 color set owners either have graduated from college or have had some college training. Half of the household heads in the color set families work in executive capacities, are professionals or own their own businesses.

Color set owners are important sources of personal influence and represent a "quality" market. Compared to black-and-white set owners, they are more active in the community. They entertain and are entertained more, belong to more social clubs and are twice as likely to belong to a civic or social service organization and to take an active part in political groups and volunteer work.

Color set owners are enthusiastic about color television. In answer to the direct question, "All in all, how would you rate your enjoyment of color TV? Would you say you enjoy it very much, fairly well, or very little?", 90 per cent answered, "Very much."

(more)

to be very good. It was as good as any other. In the
my name, of the fact of the fact, and some other things
and to wait until other and some other things with the
one thing is that

The first color set which was the first of the color
set which was the first of the color set which was the first
of the color set which was the first of the color set which
only is not one of the color set which was the first of the
of the color set which was the first of the color set which
the color set which was the first of the color set which

The color set which was the first of the color set which
from. Nearly from one of the color set which was the first
in college or was not some college. The color set which
is in the color set which was the first of the color set
individual or not their own individual.

Color set which was the first of the color set which
represented a "color" set. The color set which was the first
of the color set which was the first of the color set which
individual name, being in the color set which was the first
being in the color set which was the first of the color set
the color set which was the first of the color set which

Color set which was the first of the color set which
answer to the color set which was the first of the color set
of the color set which was the first of the color set which
is, or very little, the color set which was the first of the

3 - 'ColorTown' Report

The basic ColorTown sample is a panel of 4,000 families representing a cross-section of their community who are surveyed periodically to study the growth and impact of color TV. To provide a sufficient base for separate analysis, the list of color set owners found in the basic panel was augmented by additional color set families living in the same area, resulting in a sample of 328 color set owners which forms the base for this first report.

Future reports will chart for BBDO and NBC clients the change in character of the color TV market as the medium develops. They will also show how much and what color adds to the impact of programs and commercials.

ColorTown studies to date have been carried out through the facilities of Advertest Research, Inc., and will be continued through those of R. H. Bruskin Associates.

-----O-----

NBC-New York, 10/13/58



October 13, 1958

TOP NEWSMEN AND ELECTRONIC WIZARDRY WILL PROVIDE SPEEDY RETURNS
ON THE NBC-TV AND RADIO NETWORKS' "ELECTION NIGHT SPECIAL"

Speed and simplicity of operation -- keynoted by a smooth-running combination of top newsmen and the latest electronic marvels -- will bring fast, accurate and complete returns to NBC's audience of millions on its "Election Night Special" Tuesday, Nov. 4 (NBC-TV Network, 9 p.m., NYT; NBC Radio Network, 8:05 p.m., NYT).

IBM's newest data processing machine, the giant RAMAC; their high-speed 407 electronic printer, which prints 150 lines a minute; some 25 press service wires and a network of telephones will assist NBC News' cross-country team of correspondents in the immediate reporting of election results.

In addition, for its TV tote boards, NBC News is turning to a new device to improve visualization -- a combination of rolling drums and electronic figures utilized by the American Totalisator Company. These drums and figures have attained wide public acceptance in their separate uses on other NBC programs, proving through exhaustive tests to provide the speediest and most readable means of visual presentation of returns.

The lightning-fast machines will give NBC another plus in reporting developments. They will assure that each person in the network's fully staffed Election Central in New York -- from

(more)



THE [illegible] OF [illegible] [illegible]

AND [illegible] [illegible] [illegible] [illegible]

BY [illegible] [illegible] [illegible] [illegible]

IN [illegible] [illegible] [illegible] [illegible]

THE [illegible] [illegible] [illegible] [illegible]

AND [illegible] [illegible] [illegible] [illegible]

BY [illegible] [illegible] [illegible] [illegible]

IN [illegible] [illegible] [illegible] [illegible]

THE [illegible] [illegible] [illegible] [illegible]

AND [illegible] [illegible] [illegible] [illegible]

BY [illegible] [illegible] [illegible] [illegible]

IN [illegible] [illegible] [illegible] [illegible]

television anchor men Chet Huntley and David Brinkley and radio anchor man Merrill Mueller to all the behind-the-scene assistants -- will be working with the same figures at the same time. As results come in, they will be electronically printed and distributed simultaneously to the tote board control operators, the lead writers, tabulators and TV and radio newsmen.

The operation will work as follows:

As election figures come off the various wires and phones they are handed to an NBC man, who writes the state name, number of votes for each candidate, and number of precincts reporting, on an IBM card. The card then goes to an IBM operator, who punches the information on another card, which is then fed into RAMAC (Random Access Method of Accounting and Control).

RAMAC -- which has been fed in advance the total number of precincts in each state -- computes the percentage of precincts reporting and stores the new figures. It also acts as a checkpoint by discarding erroneous lower totals that may be fed by mistake.

Then the swift 407 printer goes into action, turning out printed figures that go to everyone working on the returns. The tote board operators then punch up the totals and put the latest figures on the big boards.

-----O-----

NBC-New York, 10/13/58



October 13, 1958

SATURATION COVERAGE OF AIR FORCE'S MOONSHOOT PROVIDED BY NBC NEWS

NBC News provided saturation coverage of the Air Force's attempt Saturday (Oct. 11) to launch a rocket to the vicinity of the moon.

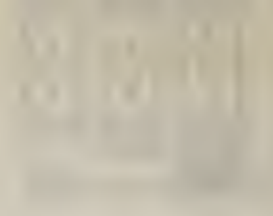
From the first radio bulletin at 4:43 a.m., EDT -- seconds after the firing -- through three television news "specials" and continuous radio reports, NBC audiences were kept up-to-date on developments in the historic event.

Following the initial bulletin, NBC News was first on the air at 5 a.m., to report that all stages of the rocket had functioned normally. At 5:16 a.m., on radio, NBC Newsman Lionel Ricau in Cape Canaveral interviewed eye-witnesses to the firing, and, at 6:08 a.m., another bulletin announced that the Air Force had reported that the rocket had escaped the gravitational pull of the earth and was in free flight toward the moon.

At 7 a.m., NBC News presented its first of three TV specials on the moonshoot. Frank McGee in New York summed up developments and videotape of the firing was shown.

The second NBC News "special" was presented at 10 a.m., with a repeat showing of the firing and a switch to Washington, where NBC News correspondent Herb Kaplow summed up early reaction in the nation's capital. A bulletin on the TV network announced at 11:58 a.m. that the rocket had soared to 45,000 miles, greatest height ever reached by a man-made vehicle.

(more)



THE [illegible] [illegible]

[The following text is extremely faint and largely illegible. It appears to be a formal document or report, possibly containing a title, a list of items, and several paragraphs of text. The text is oriented vertically on the page.]

[Illegible text block 1]

[Illegible text block 2]

[Illegible text block 3]

[Illegible text block 4]

[Illegible text block 5]

[Illegible text block 6]

[Illegible text block 7]

[Illegible text block 8]

[Illegible text block 9]

[Illegible text block 10]

[Illegible text block 11]

[Illegible text block 12]

[Illegible text block 13]

[Illegible text block 14]

[Illegible text block 15]

[Illegible text block 16]

[Illegible text block 17]

[Illegible text block 18]

[Illegible text block 19]

[Illegible text block 20]

[Illegible text block 21]

[Illegible text block 22]

[Illegible text block 23]

[Illegible text block 24]

[Illegible text block 25]

[Illegible text block 26]

[Illegible text block 27]

[Illegible text block 28]

[Illegible text block 29]

[Illegible text block 30]

[Illegible text block 31]

[Illegible text block 32]

[Illegible text block 33]

[Illegible text block 34]

[Illegible text block 35]

[Illegible text block 36]

[Illegible text block 37]

[Illegible text block 38]

[Illegible text block 39]

[Illegible text block 40]

[Illegible text block 41]

[Illegible text block 42]

[Illegible text block 43]

[Illegible text block 44]

[Illegible text block 45]

[Illegible text block 46]

[Illegible text block 47]

[Illegible text block 48]

[Illegible text block 49]

[Illegible text block 50]

[Illegible text block 51]

[Illegible text block 52]

[Illegible text block 53]

[Illegible text block 54]

[Illegible text block 55]

[Illegible text block 56]

[Illegible text block 57]

[Illegible text block 58]

[Illegible text block 59]

[Illegible text block 60]

[Illegible text block 61]

[Illegible text block 62]

[Illegible text block 63]

[Illegible text block 64]

[Illegible text block 65]

[Illegible text block 66]

[Illegible text block 67]

[Illegible text block 68]

[Illegible text block 69]

[Illegible text block 70]

[Illegible text block 71]

[Illegible text block 72]

[Illegible text block 73]

[Illegible text block 74]

[Illegible text block 75]

[Illegible text block 76]

[Illegible text block 77]

[Illegible text block 78]

[Illegible text block 79]

[Illegible text block 80]

[Illegible text block 81]

[Illegible text block 82]

[Illegible text block 83]

[Illegible text block 84]

[Illegible text block 85]

[Illegible text block 86]

[Illegible text block 87]

[Illegible text block 88]

[Illegible text block 89]

[Illegible text block 90]

[Illegible text block 91]

[Illegible text block 92]

[Illegible text block 93]

[Illegible text block 94]

[Illegible text block 95]

[Illegible text block 96]

[Illegible text block 97]

[Illegible text block 98]

[Illegible text block 99]

[Illegible text block 100]

A half-hour "special" on the NBC-TV Network was presented at 1 p.m., Saturday. With NBC News correspondent Frank McGee again as anchorman, the special included Defense Department films of preparations at Cape Canaveral; videotape of the firing with commentary by NBC News correspondent Roy Neal; and interviews in Washington by NBC News correspondents Peter Hackes and Herb Kaplow. Neal's interview with the men who launched the rocket concluded the "special."

Regular reports on the NBC Radio Network provided up-to-the-minute reports on the rocket's progress throughout the weekend.

-----o-----

SECRETARY OF THE AIR FORCE JAMES H. DOUGLAS

TO BE 'MEET THE PRESS' GUEST OCT. 19

Closely following the Air Force's first successful step towards moon exploration, James H. Douglas, Secretary of the Air Force, will be the guest on "Meet the Press" Sunday, Oct. 19 (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:30-7 p.m., EDT).

Mr. Douglas will be interviewed by Charles Corddry of United Press International, May Craig of the Portland (Me.) Press-Herald, Richard Wilson of Cowles Publications, and Lawrence Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will moderate the Washington-originated program.

"Meet the Press" is a Public Affairs presentation of NBC News.



TRADE NEWS

A SERVICE OF



October 14, 1958

NBC RADIO NETWORK ANNOUNCES RECENT ORDERS TOTALING
MORE THAN \$2,500,000 IN NET REVENUE

Recent orders totaling more than \$2,500,000 in net revenue were announced today by William K. McDaniel, Vice President in charge of NBC Radio Network Sales, who noted that "NBC Radio's sales position is improving constantly."

"With a heavy Fall schedule of sales offsetting a fairly slow third quarter," he said, "our 1958 business will exceed that of our 1957 banner year. "And, what is equally encouraging, the preponderance of sales in the current upsurge are 1959 campaigns, which demonstrates the advertisers' confidence in the NBC Radio's Network's continuous growth."

Pacing the sales activity are 52-week orders from the Pharma-Craft Company and Hess and Clark, Inc., and substantial orders from the Pepsi-Cola Company; Purolator Products, Inc.; the Buick Motor Division of General Motors, and the Brown and Williamson Tobacco Corporation.

Pharma-Craft for Coldene ordered sponsorship of 22 "NBC News-on-the-Hour" broadcasts a weekend in "Monitor," effective Oct. 11. The order was placed through the J. Walter Thompson Company.

(more)

2 - NBC Radio Network Sales

Hess and Clark, manufacturers of chemical products, ordered sponsorship of "The Red Foley Show" (Saturday, 12:30-12:45 p.m., NYT), effective Oct. 4. The agency is Klau-Van Pietersom-Dunlap, Inc.

The Pepsi-Cola campaign, through Kenyon and Eckhardt, Inc., calls for 12 30-second announcements a weekend in "Monitor" for 14 weeks through Dec. 21.

Purolator Products, through the J. Walter Thompson Company, purchased 13 sports segments a weekend in "Monitor" for 26 weeks starting Feb. 28, 1959.

Buick's order, through McCann-Erickson, Inc., calls for 10 Bob Hope comedy skits a weekend in "Monitor" for 13 weeks until Dec. 7.

Brown and Williamson, through Ted Bates and Company, Inc., renewed quarter sponsorship of "NBC News-on-the-Hour" for 13 weeks, effective Sept. 29.

Other advertisers placing new orders and their agencies are: Aluminum Company of America (Fuller and Smith and Ross, Inc.); Lever Brothers Company for Pepsodent (Foote, Cone and Belding) and for Lipton's Tea (Young and Rubicam, Inc.); General Foods Corporation (Young and Rubicam, Inc.); The Voice of Temperance (W. M. Carroll Advertising Agency); Dawst Manufacturing Company (Wesley E. Sharer and Associates); Vitamin Corporation of America (Batten, Barton, Durstine and Osborn, Inc.); Chrysler Corporation (Grant Advertising, Inc.); Radio Corporation of America (Kenyon and Eckhardt, Inc.);

(more)

Reader's Digest Association, Inc. (J. Walter Thompson Company); Scholl Manufacturing Company, Inc. (Donahue and Coe, Inc.); Mennen Company (Warwick and Legler, Inc.); Kiplinger Washington Agency (Albert Frank, Guenther, Law, Inc.); Carter Products, Inc. (Kastor, Hilton, Chesley and Clifford, Inc.); Parker Brothers, Inc. (Badger and Browning and Parcher, Inc.); Heller-Sperry, Inc. (Lewin, Williams and Saylor, Inc.); Bristol-Myers Company (Doherty, Clifford, Steers and Shenfield, Inc.); Studebaker-Packard Corporation (D'Arcy Advertising Company); P. Lorillard Company (Lennen and Newell, Inc.); American Rayon Company (McCann-Erickson, Inc.), and Ford Motor Company (J. Walter Thompson Company).

-----O-----

NBC RADIO NETWORK STARTING ITS FALL FOOD PROMOTION--

"OLD FASHIONED FEAST"--ON "BERT PARKS' BANDSTAND"

The NBC Radio Network's Fall food promotion -- "Old Fashioned Feast" -- will be launched Monday, Oct. 20, with special features on "Bert Parks' Bandstand" (11:05-12 noon, EDT).

Bert Parks, Skitch Henderson and singers Pat Suzuki and Richard Hayes will talk about food specialties from other lands as they set the scene for music characteristic of these foreign places. Arrangements also are being made to have a leading New York restaurateur appear on the program.

The food promotion will continue until Nov. 20. Interviews and other material on "Monitor" and "Nightline" will emphasize how the American housewife can emulate the world's greatest chefs by capitalizing on the many "convenience food items" and "gourmet specialties" now on the market.

-----O-----

NBC-New York, 10/14/58

October 14, 1958

MAYOR WAGNER TO PROCLAIM SUNDAY, OCT. 26 AS "'OMNIBUS' DAY
IN NEW YORK CITY" TO SALUTE NBC-TV NETWORK PROGRAM
STARTING ITS SEVENTH CONSECUTIVE SEASON

New York's Mayor Robert F. Wagner will proclaim Sunday, Oct. 26, "'Omnibus' Day in New York City" as a salute to the popular prize-winning NBC-TV Network program series, which returns for its seventh consecutive season on that date at 5 p.m., EST.

Mayor Wagner will issue the proclamation Tuesday, Oct. 21 in a ceremony at City Hall. Robert Saudek, creator and producer of "Omnibus," will accept the proclamation manuscript.

In honoring a TV program in this precedential manner, Mayor Wagner will be underscoring his own deep interest in top-quality video fare as well as highlighting the fact that it was in New York City that "Omnibus" was conceived and is still produced. Since its start in 1952, the program has won 65 major awards.

The premiere "Omnibus" telecast will be "Capital Punishment," a full-hour dramatic examination of society in its role as executioner -- a novel inspection that will include a look at the various methods by which the state has exacted the death penalty. Joseph N. Welch, the noted American trial lawyer, will serve as on-camera guide.

-----O-----

NBC RADIO NETWORK NEWS

October 14, 1958

NBC CORRESPONDENTS IN MAJOR WORLD CAPITALS WILL DISCUSS
'THE LAST QUARTER' OF 1958 ON NBC RADIO NETWORK

Six NBC News correspondents from major world capitals will discuss probable developments during the final quarter of 1958 in "The Last Quarter," to be broadcast by the NBC Radio Network Sunday, Oct. 19, from 6:30 p.m. to 7 p.m. ("Meet the Press," which is usually scheduled in this time period, will be broadcast at 10:30 p.m.)

The commentators are: Cecil Brown, Tokyo; Irving R. Levine, Moscow; John Chancellor, a roving reporter currently based in Vienna; Joseph C. Harsch, NBC's chief European correspondent; David Brinkley, Washington; and Frank McGee, Washington. McGee will also moderate the program.

RICHARD COOGAN, STAR OF 'THE CALIFORNIANS,' ON TOUR
TO AID ARTHRITIS AND RHEUMATISM FOUNDATION

Richard Coogan, who stars as Marshal Matt Wayne in NBC-TV Network's "The Californians" has been named chairman of the TV-Star Committee for the Arthritis and Rheumatism Foundation.

Coogan, who was stricken by rheumatic fever as a young boy, will make a personal appearance tour this month. He will visit children's hospitals in Fort Worth (Oct. 14-15), Milwaukee (Oct. 16), New York (Oct. 17, 19, 20 and 21), Boston (Oct. 18), Pittsburgh (Oct. 22), and San Francisco (Oct. 23) in connection with the foundation's 10th annual "Fight Arthritis Campaign."

Carole Mathews, who plays a featured role as Wilma Fansler in the TV series will also make the tour.

("The Californians" is telecast Tuesdays at 10 p.m., EDT.)

-----O-----

'THIS IS YOUR LIFE' VISITS DENVER FOR OCT. 29 TELECAST

As part of the State of Colorado's centennial celebration, "Rush To the Rockies," Ralph Edwards will take his "This Is Your Life" show to Denver for the Wednesday, Oct. 29, program (NBC-TV Network, 10 p.m., EST). At that time, Edwards will recreate the life story of a Colorado citizen.

The occasion also will be a return to home stamping grounds for Edwards, who was born in the small Colorado town of Merino, in the Northeastern part of the state.

-----O-----

NBC-New York, 10/14/58



TRADE NEWS

October 15, 1958

STORY OF THE AMERICAN SUPERMARKET TO BE TOLD ON NBC RADIO NETWORK'S
'MONITOR' AND 'NIGHTLINE' IN CONNECTION WITH FALL FOOD PROMOTION

The story of the American supermarket will be told on the
NBC Radio Network by top executives of leading food chains in con-
nection with the Fall food promotion which starts Monday, Oct. 20.

Interviews and panel discussions on food distribution will
be scheduled on "Monitor" and "Nightline" throughout the six-week
"Old Fashioned Feast" campaign by the NBC Radio Network and its 200
affiliated stations. They will show behind-the-scenes operations in
a modern supermarket, explain how the supermarket, as a showcase for
America's high standard of living, is exhibited at foreign trade fairs,
and predict what the supermarket of the future will be like.

The material was recorded on tape at the recent 25th annual
meeting in Chicago of the National Association of Food Chains. John
A. Logan, president of the NAFC, and George B. Travis, vice president,
will be heard in the discussions.

Other participants and their topics are:

Mrs. Helen Giesse (Mrs. America of 1958-59) and Mrs. Aryness;
Joy Wickens, Deputy Assistant Secretary of Labor, "Why Food Is a
Bargain"; Harley V. McNamara, president of the National Tea Company,
"What Goes on Behind the Scenes in Today's Supermarkets"; Franklin
J. Lunding, chairman of the board of the Jewel Tea Company, "American
(more)

Supermarkets -- Symbol to Other Countries"; George W. Jenkins, president of Public Supermarkets, and Walter B. Bruce, assistant national manager, American Can Company, "Food Products and Packaging in the Space Age"; J. W. Wood, vice president of Colonial Stores, and George L. Clements, president of the Jewel Tea Company, "How Do Food Stores Help Food Buyers to Make the Best Buys?"; Seth Shaw, vice president of the Safeway Stores, and A. D. David, president of the Winn-Dixie Stores, "How Farmers and Retailers Cooperate"; William Carter of the Kroger Company and G. H. Achenbach of the Piggly Wiggly Sims Stores, "What Will Supermarkets of the Future Be Like?" and James Cooke of the Penn Fruit Company and Theodore A. Von der Ahe, vice president of Von's Grocery Company, "Outstanding Advances in Food Distribution During the Last Quarter Century."

-----O-----

NBC-New York, 10/15/58



TELEVISION NEWS

October 15, 1958

"SUBWAY TO FREEDOM," STUDY OF PEOPLE'S PROBLEMS INSIDE IRON CURTAIN,
WILL BE FIRST PROGRAM OF "NBC KALEIDOSCOPE" TV SERIES NOV. 2

NBC News will make a probing examination of the problems of people living inside the Iron Curtain -- focusing on the refugees forced out of Communist East Germany -- in "Subway to Freedom," first program in the new experimental series, "NBC Kaleidoscope," Sunday, Nov. 2 (NBC-TV Network, 5-6 p.m., EST).

Chet Huntley has gone to Germany to assay the difficulties of housing, clothing and fitting the refugees into the West German culture, and the larger problem, "NBC Kaleidoscope" will say, of the Communists' attempt to wipe out the middle class. "Of all the Communists in Europe," says producer Reuven Frank, "the East Germans are the most dogmatic, and what they are doing is almost a laboratory sample of the pure theories of Marx and Stalin."

The telecast will include filmed interviews with the refugees and with the West Germans who are responsible for their care. Also scheduled for interviews, says Frank, are "people who have good intelligence sources inside Communist East Germany and are concerned over a very strange problem: if the Communists drive out a substantial section of the population of East Germany, the vacuum may be filled by Russians or others from Communist countries, thus changing the whole national character of Eastern Europe and storing up trouble for generations to come."

-----O-----

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840. 84

DISCUSSIONS OF MAJOR WORLD ISSUES BY KEY NBC NEWSMEN TO BE
PRESENTED ON 'THE LAST QUARTER' ON TV AND RADIO

Four of NBC News' key overseas correspondents -- Irving R. Levine, John Chancellor, Joseph C. Harsch and Cecil Brown -- and two of its top domestic newsmen -- David Brinkley and Frank McGee -- will participate in an open, informal live discussion of major world issues on "The Last Quarter" Sunday, Oct. 19 (NBC-TV Network, 5-6 p.m., EDT); a half-hour presentation with the same participants will be broadcast on NBC Radio Network, (6:30-7 p.m., EDT).

With McGee also serving as anchorman, the TV format will be as follows: Each correspondent will present a statement outlining the key issue in his segment of the globe. After each statement, the entire group will outline their respective views on the same subject.

The topics will be:

Levine, NBC News Moscow correspondent -- "Our Worsening Relations With Russia."

Chancellor, NBC News Vienna correspondent -- "The Middle East."

Harsch, NBC News Senior European correspondent -- "The Increasing Importance of Red China's Role in the World" and "The New France."

Brown, NBC News Tokyo Correspondent -- "Formosa and the Far East Crisis."

Brinkley, NBC News commentator -- "Whatever Happened to the Hue and Cry about Scientific Education?"

McGee, NBC News Washington correspondent -- "Segregation."

Chet Hagan will produce "The Last Quarter."

NBC-TV NETWORK PROGRAMS AND STARS WIN SIX TOP PLACES
IN READERS' POLL OF STERLING PUBLICATIONS

NBC-TV Network programs and personalities have won six top places in a readers' poll conducted by Sterling Publications. The awards -- called "Vikkis" -- are listed in the current issue of TV Picture Life Magazine, and include Perry Como as "Favorite male star and best male singer," Loretta Young as "favorite female star and best dramatic star," Dinah Shore as "favorite female singer and best musical show," Jerry Lewis as "best comedy star," "The Steve Allen Show" as "best variety show," and "Twenty-One" as "best quiz show."

HERB BAKER TO DO SCRIPT FOR DEAN MARTIN COLORCAST

Writer Herb Baker has been signed to do the script for the Saturday, Nov. 22 "The Dean Martin Show" (NBC-TV Network colorcast, 9-10 p.m., EST), when the singing star presents his first "special" of the 1958-59 season.

Baker, who wrote Martin's last hour-long NBC-TV show, also is the writer of the motion picture "King Creole." He has written for "The Eddie Fisher Show" and several of the "Club Oasis" shows.

-----O-----

NBC-New York, 10/15/58



NBC TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For November, 1958

(All Times EST)

Saturday, Nov. 1

NOTE: NBC will colorcast a Big Ten football game today. Teams and starting time to be announced.

8-9 p.m. -- "The Perry Como Show."

Sunday, Nov. 2

7:30-8 p.m. -- "Northwest Passage" -- stories of the heroic exploits of Major Robert Rogers and his Rangers during the French and Indian War. Keith Larsen, Buddy Ebsen and Don Burnett star. Tonight -- "The Hostage."

8-9 p.m. -- "The Steve Allen Show" -- tonight's guests are Jane Russell, musician George Melachrino and singer Earl Grant.

9-10 p.m. -- "The Chevy Show" -- starring Sid Caesar, with Art Carney, Shirley MacLaine, Cliff Norton and The Kirby Stone Quartet.

Monday through Friday, Nov. 3-7

2-2:30 p.m. -- "Truth or Consequences" -- a comedy-quiz and stunt show, with Bob Barker as emcee.

2:30-3 p.m. -- "Haggis Baggis" -- an audience-participation show starring Fred Robbins as emcee.

(more)

2 - NBC-TV Network Colorcast Schedule

Monday, Nov. 3

7:30-8 p.m. -- "Tic Tac Dough" -- the quiz game based on the game of "Tic Tac Toe." Win Elliot is emcee.

10-10:30 p.m. -- "The Arthur Murray Party" -- a dance program starring Kathryn and Arthur Murray with guest stars.

Tuesday, Nov. 4

8-9 p.m. -- "The George Gobel Show" -- George's guests tonight are Eddie Fisher and Helen O'Connell.

Wednesday, Nov. 5

8:30-9 p.m. -- "The Price is Right" -- contestants judge the value of merchandise. Bill Cullen is emcee.

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" -- a new comedy program series.

Thursday, Nov. 6

9:30-10 p.m. -- "The Ford Show" -- starring Tennessee Ernie Ford with guest star Lloyd Bridges.

10:30-11 p.m. -- "Masquerade Party" -- noted personalities disguise themselves and challenge a panel to identify them. Bert Parks is emcee.

Friday, Nov. 7

8-9 p.m. -- "The Further Adventures of Ellery Queen" -- a new mystery series based on cases of the famous writer-sleuth. George Nader stars as Ellery Queen.

Saturday, Nov. 8

8-9 p.m. -- "The Perry Como Show" -- Two of Perry's guests tonight are dancer Ann Miller and Burl Ives.

(more)

3 - NBC-TV Network Colorcast Schedule

Sunday, Nov. 9

7:30-8 p.m. -- "Northwest Passage" -- tonight's drama is "Sorrow Song."

8-9 p.m. -- "The Steve Allen Show" -- tonight's guests are Martha Raye and Johnny Carson.

Monday through Friday, Nov. 10-14

2-2:30 p.m. -- "Truth or Consequences."

2:30-3 p.m. -- "Haggis Baggis."

Monday, Nov. 10

7:30-8 p.m. -- "Tic Tac Dough."

10-10:30 p.m. -- "The Arthur Murray Party."

Tuesday, Nov. 11

8-9 p.m. -- "The Eddie Fisher Show" -- Eddie's guests tonight are Ethel Merman and Gary Crosby.

Wednesday, Nov. 12

8:30-9 p.m. -- "The Price Is Right."

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" -- tonight's guest is Jimmy Durante.

Thursday, Nov. 13

9:30-10 p.m. -- "The Ford Show" -- Ernie's guest tonight is Cliff Arquette.

10:30-11 p.m. -- "Masquerade Party."

Friday, Nov. 14

8-9 p.m. -- "The Further Adventures of Ellery Queen."

Saturday, Nov. 15

8-9 p.m. -- "The Perry Como Show" -- two of Perry's guests tonight are Sally Ann Howes and Richard Adler.

(more)

4 - NBC-TV Network Colorcast Schedule

Sunday, Nov. 16

7:30-8 p.m. -- "Northwest Passage" -- tonight's drama is "The Assassin."

8-9 p.m. -- "The Steve Allen Show" -- tonight's guests are Anna Maria Alberghetti, Count Basie and comedian Alan Young.

9-10 p.m. -- "The Dinah Shore Chevy Show."

Monday through Friday, Nov. 17-21

2-2:30 p.m. -- "Truth or Consequences."

2:30-3 p.m. -- "Haggis Baggis."

Monday, Nov. 17

7:30-8 p.m. -- "Tic Tac Dough."

10-10:30 p.m. -- "The Arthur Murray Party."

Tuesday, Nov. 18

8-9 p.m. -- "The George Gobel Show."

Wednesday, Nov. 19

8:30-9 p.m. -- "The Price Is Right."

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall."

Thursday, Nov. 20

9-10:30 p.m. -- "The Hallmark Hall of Fame" presents Alfred Drake and Patricia Morison in "Kiss Me Kate," by Sam and Bella Spewack, music and lyrics by Cole Porter. Also starring Julie Wilson, Bill Hayes and Harvey Lembeck. A Milberg production, produced and directed by George Schaefer.

10:30-11 p.m. -- "Masquerade Party."

Saturday, Nov. 22

2:15 p.m. -- NBC-NCAA Football Game -- Iowa vs Notre Dame, played in Iowa Stadium, Iowa City, Iowa.

(more)

1911

1911-12. The University of Chicago. The University of Chicago. The University of Chicago.

1912-13. The University of Chicago. The University of Chicago. The University of Chicago.

1913-14. The University of Chicago. The University of Chicago. The University of Chicago.

1914-15. The University of Chicago. The University of Chicago. The University of Chicago.

1915-16. The University of Chicago. The University of Chicago. The University of Chicago.

1916-17. The University of Chicago. The University of Chicago. The University of Chicago.

1917

1917-18. The University of Chicago. The University of Chicago. The University of Chicago.

1918-19. The University of Chicago. The University of Chicago. The University of Chicago.

1919

1919-20. The University of Chicago. The University of Chicago. The University of Chicago.

1920

1920-21. The University of Chicago. The University of Chicago. The University of Chicago.

1921-22. The University of Chicago. The University of Chicago. The University of Chicago.

1922

1922-23. The University of Chicago. The University of Chicago. The University of Chicago.

1923-24. The University of Chicago. The University of Chicago. The University of Chicago.

1924-25. The University of Chicago. The University of Chicago. The University of Chicago.

1925-26. The University of Chicago. The University of Chicago. The University of Chicago.

1926-27. The University of Chicago. The University of Chicago. The University of Chicago.

1927-28. The University of Chicago. The University of Chicago. The University of Chicago.

1928

1928-29. The University of Chicago. The University of Chicago. The University of Chicago.

1929-30. The University of Chicago. The University of Chicago. The University of Chicago.

5 - NBC-TV Network Colorcast Schedule

Saturday, Nov. 22 (Cont'd)

8-9 p.m. -- "The Perry Como Show."

9-10 p.m. -- "The Dean Martin Show" -- music and variety starring
Dean Martin, with guest stars.

Sunday, Nov. 23

6-7 p.m. -- "The Bell System Science Series" -- presents "The
Strange Case of the Cosmic Rays" -- a glimpse of how the stars
may have some effect upon man. Richard Carlson and Dr. Frank
Baxter are featured. Produced and directed by Frank Capra.

7:30-8 p.m. -- "Northwest Passage" -- tonight: "The Long Rifle."

8-9 p.m. -- "The Steve Allen Show."

9-10 p.m. -- "The Dinah Shore Chevy Show."

Monday through Friday, Nov. 24-28

2-2:30 p.m. -- "Truth or Consequences."

2:30-3 p.m. -- "Haggis Baggis."

Monday, Nov. 24

7:30-8 p.m. -- "Tic Tac Dough."

10-10:30 p.m. -- "The Arthur Murray Party."

Wednesday, Nov. 26

8:30-9 p.m. -- "The Price Is Right."

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall."

Thursday, Nov. 27

9:30-10 p.m. -- "The Ford Show."

10:30-11 p.m. -- "Masquerade Party."

Friday, Nov. 28

8-9 p.m. -- "The Further Adventures of Ellery Queen."

(more)

6 - NBC-TV Network Colorcast Schedule

Saturday, Nov. 29

8-9 p.m. -- "The Perry Como Show" -- Two of Perry's guests tonight
are Marge and Gower Champion.

Sunday, Nov. 30

7:30-8 p.m. -- "Northwest Passage." -- tonight -- "War Sign."

8-9 p.m. -- "The Steve Allen Show." -- Patrice Munsel is a guest
tonight.

9-10 p.m. -- "The Dinah Shore Chevy Show."

-----O-----

NBC-New York, 10/15/58

CREDITS FOR 'THE GEORGE BURNS SHOW' ON THE NBC-TV NETWORK

TIME: Tuesdays, 9-9:30 p.m., NYT, starting Oct. 21, 1958

STAR: George Burns.

SUPPORTING CAST: Bea Benaderet as secretary Blanche Morton, Harry Von Zell as himself, Larry Keating as Blanche's husband Harry, and Ronnie Burns as Ronnie.

PREMIERE SHOW: (Oct. 21) "George and the Private Eye."

PREMIERE SHOW CAST: Burns, regular supporting cast and John Stephenson as Ted Montague, John Duke as a private eye, Jack Albertson as Tony London, Francis De Sales as Al Simon, and Lisa Davis as Miss Jenkins, girl secretary.

PRODUCER-DIRECTOR: Rod Amateau.

WRITERS: Norman Paul, Keith Fowler, Harvey Helm, William Burns.

CAMERAMAN: James Van Trees.

ASSISTANT DIRECTOR: Bob Vreeland.

FILM EDITOR: Larry Heath.

SPONSOR (AND AGENCY): Colgate-Palmolive Company for Halo Shampoo, Colgate Dental Cream and Fab Detergent (McCann-Erickson, Inc.).

FILMED AT: McCadden Productions.

NBC PRESS REPRESENTATIVES: Al Cammann (New York), Kay Mulvihill (Hollywood).

-----O-----

NBC-New York, 10/15/58



TRADE NEWS

October 16, 1958

'CONCENTRATION,' WITH JACK BARRY AS EMCEE, TO BE SPONSORED
ON NBC-TV NETWORK THURSDAY NIGHTS BY PHARMACEUTICALS, INC.

A nighttime version of the NBC Television Network's high-rated daytime program, "Concentration," will be telecast Thursdays, 8:30-9 p.m. (NYT) beginning Oct. 30, as part of a major network purchase by Pharmaceuticals, Inc., it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

Pharmaceuticals, Inc. -- sponsor of "Twenty-One" which is currently telecast in the Thursday, 8:30-9 p.m. time period -- will sponsor the nighttime "Concentration." Jack Barry, master of ceremonies of "Twenty-One," will continue in the same role on "Concentration."

In addition, Pharmaceuticals, Inc., will sponsor "The Arthur Murray Party" colorcasts (Mondays, 10-10:30 p.m., NYT) on alternate weeks, plus five alternate-week quarter-hour segments of three NBC-TV Monday-through-Friday daytime programs.

The advertiser's daytime purchase includes an alternate-Tuesday segment in "Treasure Hunt" (10:30-11 a.m., NYT), an alternate-Monday and alternate-Tuesday segment in "Concentration" (11:30 a.m.-12 noon, NYT), and an alternate-Tuesday and alternate-Wednesday segment of "It Could Be You" (12:30-1 p.m., NYT).

The Pharmaceuticals orders were placed through Parkson Advertising Agency, Inc.

As previously announced, "Gateways to the Mind," a Bell Telephone special, will be colorcast Thursday, Oct. 23, 8-9 p.m. (NYT).

P. Lorillard Company is the other alternate-week sponsor of

"The Arthur Murray Party."



TELEVISION NEWS

October 16, 1958

NBC-TV NETWORK TO COVER NATION'S TOP TEAMS IN SATURDAY COLLEGE BASKETBALL 'GAME OF THE WEEK' SERIES

Top teams in different sections of the country will be seen in action on the NBC-TV Network in its Saturday afternoon College Basketball "Game of the Week" series starting Dec. 13, according to the schedule announced today by NBC Sports Director Tom S. Gallery.

Mr. Gallery also announced that Lindsey Nelson will be the courtside commentator for the collegiate basketball coverage. The network's assistant sports director, Nelson announced NBC-TV's professional basketball games the past four years, and is the sports-caster for the Saturday afternoon football and baseball telecasts.

The 14-game slate leads off with Kentucky, the defending NCAA champion, opposing St. Louis, a perennial power, on Dec. 13, and concludes with the title game of the National Invitational Tournament at Madison Square Garden in New York on March 21. An early-round NIT game will be televised on March 14.

Kentucky also will face two of its Southeastern Conference foes, Louisiana State and Tennessee, in TV contests. Other outstanding teams listed on the schedule include West Virginia, voted number one in the nation last year in post-season polls; Xavier, winner of the NIT tourney, and Cincinnati, led by the top pointmaker

(more)

2 - College Basketball

in the country last season, All-American Oscar Robertson. Among the many attractive pairings are Notre Dame vs. North Carolina and Army vs. Navy.

NBC-TV launches the collegiate basketball coverage one week after the final football telecast of the regular season, thus continuing its year-round sports feature on Saturday afternoons. The series will skip Dec. 27, when the network televises the Blue-Gray and East-West football games. A basketball-football double-header is slated for Jan. 3, with the Notre Dame-North Carolina court contest preceding the Senior Bowl football game.

The 14-game schedule follows (all games on Saturdays, starting time to be announced):

Dec. 13 -- St. Louis vs. Kentucky at Lexington, Ky.

Dec. 20 -- Missouri vs. Texas Tech at Lubbock, Tex.

Jan. 3 -- Notre Dame vs. North Carolina at Charlotte, N. C.

Jan. 10 -- Kentucky vs. Louisiana State at Baton Rouge, La. Jan. 17 -- Tennessee vs. Kentucky at Lexington, Ky. Jan. 24 -- Cincinnati vs. Xavier at Cincinnati. Jan. 31 -- Colorado vs. Kansas at Lawrence, Kan.

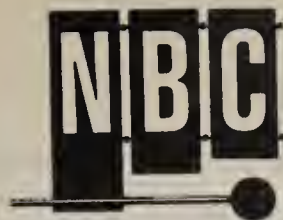
Feb. 7 -- Holy Cross vs. West Virginia at Morgantown, W. Va.

Feb. 14 -- Cornell vs. Princeton at Princeton, N. J. Feb. 21 -- DePaul vs. Notre Dame at South Bend, Ind. Feb. 28 -- Army vs. Navy at Annapolis, Md.

March 7 -- Cincinnati vs. Bradley at Peoria, Ill. March 14

-- National Invitational Tournament game at Madison Square Garden, New York. March 21 -- NIT championship game.

-----o-----



October 16, 1958

CALIFORNIA GUBERNATORIAL CANDIDATES KNOWLAND AND BROWN
TO APPEAR ON 'MEET THE PRESS' PROGRAM OF NOV. 2

California gubernatorial candidates William Knowland and Pat Brown will appear for the first time together on television and radio as guests on "Meet the Press" Sunday, Nov. 2 (NBC-TV Network, 6-6:30 p.m., EST; NBC Radio as part of "Monitor," 6:30-7 p.m., EST).

As participants in one of the nation's key races, Knowland and Brown will be interviewed just two days before Election Day, Nov. 4. The panel, which will be announced later, will interview Knowland and Brown separately, each for 15 minutes.

"Meet the Press" is a presentation of NBC News.

NEW SOVIET POLICY ON EXPORT OF NEWSFILM WILL RESTRICT SPOT
FILM COVERAGE OF RUSSIA, NBC'S WILLIAM R. McANDREW STATES

The Soviet Government's newly announced policy on the export of newsfilm, reported to NBC News by its Moscow correspondent, Irving R. Levine, "will effectively restrict any spot film coverage of Russia," William R. McAndrew, Vice President, NBC News, said yesterday (Oct. 15).

"We are appealing to the State Department," Mr. McAndrew said, "to use its influence to negotiate a lessening of the restrictions. These restrictions come within days of the Soviet expulsion of CBS and Associated Press correspondents, and reduce further the amount of information available to the American people about Soviet Russia."

The restrictions, which apply to both newsreel and television film are as follows:

1. Newsmen must get prior permission from Soviet Export Film for every story on which they plan photographic coverage.
2. Newsmen must submit all exposed film and narration for approval. Even if approved, the film will thus be delayed in shipment at least 24 hours.
3. A charge of \$1,000 will be exacted for each 100 meters (328 feet) of exposed film shot in the USSR, regardless of how much footage is ever used on the air.

-----O-----

NBC-New York, 10/16/58

THE SOVIET POLICY ON MOVIES ON WHICH THE SOVIET UNION
WILL COOPERATE IN THE U.S.A. WILL BE DISCUSSED AT THE

The Soviet Government's newly announced policy on the

subject of movies, announced in 1955, is the Soviet Government's
policy on movies, "will effectively restrict and stop the country
of movies," William A. Anderson, Vice President, NBC News, said
yesterday (June 15).

"We are speaking to the State Department," Mr. Anderson

said, "we are in London to organize a festival of the

festivals. These festivals have been held at the Soviet

capital of USSR and American news organizations, and news

papers and books of information available to the American people

about Soviet Russia."

The organization, which aims to both control and raise

vision of the Soviet Union.

1. The Soviet Union has been invited to the Soviet Union

This for every country in which they have diplomatic contacts.

2. The Soviet Union will accept film and television for

approval. When it is approved, the film will then be subject to the

most of them in Soviet.

3. A number of films will be shown for each 100 people

(100 people) of people film will be shown, registered at the same

change in each room on the film.

THE NEW YORK TIMES, 1955/6/15



NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Oct. 26-Nov. 1 (All Times EST)

Sunday, Oct. 26

7:30-8 p.m. -- "Northwest Passage" -- the filmed adventures of Major Robert Rogers and his Rangers during the French and Indian War. Keith Larsen, Buddy Ebsen and Don Burnett. Tonight -- "Court Martial."

8-9 p.m. -- "The Steve Allen Show" -- Steve's guests tonight are Peter Ustinov and jazz pianist Dave Brubeck.

9-10 p.m. -- "The Dinah Shore Chevy Show" -- Dinah welcomes tonight Joan Davis, Julius La Rosa, Elsa Lanchester and special guest Maurice Chevalier.

Monday through Friday, Oct. 27-31

2-2:30 p.m. -- "Truth or Consequences" -- a comedy-quiz and stunt show. Bob Barker is emcee.

2:30-3 p.m. -- "Haggis Baggis" -- Fred Robbins is emcee of this game program.

Monday, Oct. 27

7:30-8 p.m. -- "Tic Tac Dough" -- Win Elliot emcees this audience participation program based on the game of "Tic Tac Toe."

10-10:30 p.m. -- "The Arthur Murray Party" -- Kathryn and Arthur Murray tonight welcome Helen Hayes, Judy Holliday and singer Connie Francis.

(more)

2 - NBC-TV Network Colorcast Schedule

Tuesday, Oct. 28

8-9 p.m. -- "The Eddie Fisher Show" -- with tonight's guest stars Betty Hutton and George Gobel.

Wednesday, Oct. 29

8:30-9 p.m. -- "The Price Is Right" -- Contestants judge the value of merchandise. Bill Cullen emcees.

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" -- Sammy Davis Jr. is Milton's guest tonight.

Thursday, Oct. 30

10:30-11 p.m. -- "Masquerade Party" -- a panel of experts tries to identify disguised personalities. Bert Parks is host.

Friday, Oct. 31

8-9 p.m. -- "The Further Adventures of Ellery Queen" -- mystery and adventure starring George Nader as the famous writer-sleuth.
Tonight -- "Cat of Many Tails."

Saturday, Nov. 1

NOTE: NBC will colorcast a Big Ten Football game today. Teams and starting time to be announced.

8-9 p.m. -- "The Perry Como Show."

CORRECTION:

Please delete "The Ford Show" from all colorcast schedules on which it was listed. The program, scheduled to become a colorcast on Thursday, Oct. 23, will continue in black and white only.

-----o-----

NBC-New York, 10/16/58



NBC COLOR TELEVISION NEWS

CREDITS FOR 'GATEWAYS TO THE MIND'
ON BELL SYSTEM SCIENCE SERIES

TITLE: "Gateways to the Mind."

SERIES: 1958-59 Bell System Science Series.

TIME: Thursday, Oct. 23 (NBC-TV Network
colorcast, 8-9 p.m., EDT).

FORMAT: A story of the human senses, told with
narration, exposition, models,
dramatization, exhibitions and
animation.

STAR: Dr. Frank Baxter, as the scientist.

CAST:

| | |
|---------------------------|--------------|
| Gene, first animator..... | Bill Idelson |
| Bill, propman..... | Lou Charles |
| Hal, cameraman..... | Karl Swenson |
| Director..... | Mason Curry |
| Eudemus..... | Peter Brown |
| Barber..... | Billy Barty |
| Fred, electrician..... | Bob Lynn |
| Second animator..... | Peter Walker |
| George, soundman..... | Gil Perkins |
| Aristotle..... | Art Kendall |

PRODUCTION: Produced on film by Warner Brothers
under personal supervision of Jack
L. Warner

PRODUCER-DIRECTOR: Owen Crump.

WRITER: Henry F. Greenberg.

ANIMATION DIRECTOR: Chuck Jones.

ART DIRECTOR: Donald A. Peters.

(more)

2 - Credits for 'Gateways to the Mind'

DIRECTOR OF PHOTOGRAPHY: Ellis W. Carter, A. S. C.

ANIMATION DESIGNED BY: Maurice Noble.

SOUND BY: Robert B. Lee.

MUSIC SUPERVISION: Josef Zimanick.

SET DECORATOR: William L. Kuehl.

SPECIAL ADVISERS: Dr. George Wald, principal adviser.
Dr. Frederick Crescitelli, consultant.

BOARD OF SCIENTIFIC ADVISERS: Dr. George W. Beadle
Dr. John Z. Bowers
Dr. Paul Burkholder
Dr. Farrington Daniels
Dr. Maurice Ewing
Dr. George R. Harrison
Dr. Clyde Kluckhohn
Dr. John R. Pierce
Dr. Warren Weaver, vice chairman
Dr. Ralph Bown, chairman
Donald Jones, executive co-ordinator

COOPERATION BY: Department of the Army
Department of the Navy
Department of the Air Force
Medical Center at University of
California at Los Angeles

SPONSOR: The Bell Telephone Companies.

AGENCY: N. W. Ayer.

NBC PRESS REPRESENTATIVE: Leonard Meyers (New York).

-----O-----

NBC-New York, 10/16/58

CREDITS FOR 'SABER OF LONDON' ON THE NBC-TV NETWORK

TIME: Sundays, 7 to 7:30 p.m., NYT.

NEW SEASON'S PREMIERE DATE: Oct. 19, 1958

ORIGINAL NBC-TV PREMIERE DATE: Sept. 13, 1957

CAST: Donald Gray as Inspector Mark Saber
and Robert Arden as Saber's
assistant Bob Page.

FORMAT: Mystery series filmed in London and
surrounding townships, featuring
the adventures of Mark Saber,
private detective.

PRODUCERS: Edward J. Danziger and Harry Lee
Danziger.

DIRECTORS: Max Varnel, Godfrey Grayson and
others.

SCRIPTS BY: Brian Clemens, and others.

EDITED BY: Maurice Rootes.

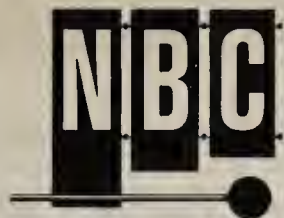
SPONSOR: Sterling Drugs.

AGENCY: Dancer-Fitzgerald-Sample, Inc.

NBC PRESS REPRESENTATIVE: Anne Morrissy, N. Y.

-----O-----

NBC-New York, 10/16/58



TRADE NEWS

October 17, 1958

EXECUTIVES OF AFFILIATED STATIONS OF NBC TELEVISION AND RADIO NETWORKS TO MEET IN NEW YORK OCT. 22-24

Executives of television and radio stations affiliated with the National Broadcasting Company will hold a three-day meeting at New York's Plaza Hotel on Oct. 22, 23 and 24.

On Wednesday morning, Oct. 22, officials of the NBC Radio Network will deliver a presentation to the radio affiliates. That afternoon, both radio and television affiliates will visit the David Sarnoff Research Center in Princeton, N. J., for a special tour.

The NBC-TV Network presentation to television affiliates will take place Thursday morning, Oct. 23. This will be followed in the afternoon by a general meeting of both radio and television affiliates.

The election of new officers to the NBC-TV Affiliates Board of Delegates will take place at a closed session Friday morning, Oct. 24. Election of officers to the NBC Radio Affiliates Executive Committee also will take place during the three-day meeting.

Present officers and members of the NBC-TV Affiliates Board of Delegates are Chairman Walter J. Damm, Vice President of WTMJ-TV Milwaukee; Vice Chairman (Basics) Jack Harris, Vice President and General Manager of KPRC, Houston; Vice Chairman (Optionals) Harold Essex, Executive Vice President and General Manager of WSJS-TV,

(more)

2 - Affiliates' Meeting

Winston-Salem; Secretary-Treasurer Harold Stuart, President of KVOO-TV, Tulsa; Richard O. Dunning, President and General Manager of KHQ-TV Spokane; Robert Ferguson, Executive Vice President and General Manager of WTRF-TV, Wheeling; Ewing C. Kelly, President and General Manager of KCRA, Sacramento; Ralph Evans, Executive Vice President of WOC-TV, Davenport; John H. DeWitt, President of WSM-TV, Nashville, and Joseph H. Bryant, President of KCBD-TV, Lubbock.

The NBC Radio Affiliates Executive Committee is composed of chairman George W. Harvey, Vice President and General Manager of WFLA, Tampa; Secretary-Treasurer Douglas Manship, President of WJBO, Baton Rouge; David M. Baltimore of WBRE, Wilkes-Barre; William Grant of KOA, Denver; Harold Hough of WBAP, Forth Worth; Willard Schroeder of WOOD, Grand Rapids, and George Wagner of KFI, Los Angeles.

-----O-----

NBC-New York, 10/17/58

2 - Affiliates' Meeting

Winston-Salem; Secretary-Treasurer Harold Stuart, President of KVOO-TV, Tulsa; Richard O. Dunning, President and General Manager of KHQ-TV Spokane; Robert Ferguson, Executive Vice President and General Manager of WTRF-TV, Wheeling; Ewing C. Kelly, President and General Manager of KCRA, Sacramento; Ralph Evans, Executive Vice President of WOC-TV, Davenport; John H. DeWitt, President of WSM-TV, Nashville, and Joseph H. Bryant, President of KCBD-TV, Lubbock.

The NBC Radio Affiliates Executive Committee is composed of chairman George W. Harvey, Vice President and General Manager of WFLA, Tampa; Secretary-Treasurer Douglas Manship, President of WJBO, Baton Rouge; David M. Baltimore of WBRE, Wilkes-Barre; William Grant of KOA, Denver; Harold Hough of WBAP, Fort Worth; Willard Schroeder of WOOD, Grand Rapids, and George Wagner of KFI, Los Angeles.

-----O-----

NBC-New York, 10/17/58



October 17, 1958

KING BROADCASTING COMPANY'S TELEVISION AND RADIO STATIONS
IN SEATTLE AND PORTLAND TO BECOME NBC NETWORK AFFILIATES

The King Broadcasting Company and the National Broadcasting Company have entered into affiliation agreements for the former's television and radio stations in Seattle and Portland, it has been announced by Otto P. Brandt, Vice President in charge of the Broadcast Division of KING, and Harry Bannister, Vice President in charge of Station Relations for NBC.

Secondary NBC affiliations with KGW and KGW-TV, Portland, became effective Oct. 14, and with KING and KING-TV, Seattle, Oct. 15. Primary affiliation for KGW becomes effective Dec. 19, 1959; for KGW-TV, May 1, 1959; for KING, June 14, 1959; and for KING-TV, Dec. 10, 1959.

In announcing the new association with NBC Mr. Brandt told the staffs of the four stations:

"Our association with the National Broadcasting Company is one of the most important milestones in our history. NBC's appraisal of our stations as the best in Seattle and Portland is recognition of which we can be very proud. It is a compliment which I am sure all of us will accept with thanks and appreciation."

Mr. Bannister said:

(more)

2 - Seattle and Portland Affiliates

"We are highly pleased with these new affiliations in two of the country's major markets. Our company has traditionally been associated in broadcasting with the country's outstanding television and radio stations. Now, this new association joining the King Broadcasting Company stations in Seattle and Portland with our other affiliates in the Northwest, assures us of still greater possibilities for NBC service in this important area of the country."

The King Broadcasting Company is owned principally by Mrs. A. Scott Bullitt, its President. It acquired KING in 1947; purchased KING-TV (then KRSC-TV) in 1949; purchased KGW in 1953, and was granted KGW-TV in 1956.

-----O-----

NBC-New York, 10/17/58

ROSS DONALDSON NAMED DIRECTOR, SCRIPT SERVICES,
FOR NBC-TV NETWORK PROGRAMS

The appointment of Ross Donaldson as Director, Script Services, has been announced by Robert F. Lewine, Vice President, NBC Television Network Programs. He will report to Mr. Lewine.

Mr. Donaldson has been with NBC since May, 1951, when he was appointed Supervisor of play-reading. A year later he was named Supervisor of the Literary Rights and Story Divisions and in June, 1955, was promoted to Manager, Writing Services. He was made Manager of Program Submissions in March, 1957.

Before joining NBC, Mr. Donaldson was with Simon and Schuster, Inc., publishers. He is a native of Indianapolis and was graduated from Indiana University (A.B. 1939).

-----O-----

NBC-New York, 10/17/58

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES

The Department of Physics
has received from the
National Science Foundation
a grant of \$10,000 for the
study of the properties of
the nucleus.

The Department of Physics
has received from the
National Science Foundation
a grant of \$10,000 for the
study of the properties of
the nucleus. The grant is
for the year 1955-1956.
The Department of Physics
has received from the
National Science Foundation
a grant of \$10,000 for the
study of the properties of
the nucleus.

The Department of Physics
has received from the
National Science Foundation
a grant of \$10,000 for the
study of the properties of
the nucleus. The grant is
for the year 1955-1956.
The Department of Physics
has received from the
National Science Foundation
a grant of \$10,000 for the
study of the properties of
the nucleus.



TRADE NEWS

October 20, 1958

ORDERS TOTALING \$800,000 PLACED FOR 'TODAY' AND 'JACK PAAR SHOW'

Two new orders, including a major purchase by the Alberto-Culver Company and an order from the G. and C. Merriam Company, and an additional order from the Block Drug Company, Inc., all totaling \$800,000 in gross billings, have been placed with the NBC-TV Network's "Today" program and "The Jack Paar Show" during the past week, it was announced today by Jim Hergen, Manager, NBC Participating Program Sales.

The Alberto-Culver order, for its Vo-5 hair preparations, calls for 93 participations on "The Jack Paar Show" during the first half of 1959. It was placed through Geoffrey Wade Advertising.

The G. and C. Merriam order, for Webster's dictionary, is for four participations on "Today" during the last quarter of this year. It was placed through Anderson and Cairns, Inc. advertising agency.

The Block Drug order is for its Nytol and calls for seven participations on "Today" during the last quarter of this year. It was placed through Sullivan, Stauffer, Colwell and Bayles, Inc.

-----O-----



TELEVISION NEWS

October 20, 1958

ESTHER WILLIAMS TO PERFORM IN "OMNIBUS" PROGRAM EXAMINING ATOMIC
SUBMARINE; PETER USTINOV TO STAR IN OWN PLAY; GENE KELLY
WILL MAKE TV BOW IN "DANCING--A MAN'S GAME"

Movie swimming-queen Esther Williams will lend her graceful authority to an examination of the atomic submarine in an "Omnibus" telecast on the NBC-TV Network this season.

Other features, newly-announced: "The Empty Chair," a play by actor-dramatist Peter Ustinov, in which he will star, and "The So-Called Human Race," a new comedy by George Panetta, author of "Comic Strip," an off-Broadway hit play. Gene Kelly, the actor-director-dancer, will make his TV bow in "Dancing -- A Man's Game," previously announced.

Miss Williams will be seen in the second telecast of the current "Omnibus" series Sunday, Nov. 9 (5 p.m., EST). She appeared on the program several seasons ago in a feature devoted to the art of swimming. In the new feature she is expected to illustrate the similarity of human body movements in water to those performed by undersea craft. The feature also will show the celebrated "escape tank" in which the Navy trains its submariners at its installation at Groton, Conn.

(more)

Peter Ustinov, whose performance in "Boswell's Life of Samuel Johnson" on "Omnibus" last season was widely praised, will be starring in his own play, which is concerned with power and its application during the French Revolution and spotlights the various Revolutionary leaders and their conflicting ideas.

"Omnibus" will begin its seventh consecutive season Sunday, Oct. 26, with a full-program treatment of capital punishment, with the noted American trial lawyer Joseph N. Welch as on-camera guide.

The series, which features Alistair Cooke as emcee, is produced by Robert Saudek Associates and presented on alternate Sundays at 5 p.m., EST. Presentation dates for the Ustinov, Panetta and Kelly features will be announced soon.

-----O-----

NBC-New York, 10/20/58



October 20, 1958

MRS. FRANKLIN D. ROOSEVELT TO BE

'MEET THE PRESS' GUEST OCT. 26

Mrs. Franklin D. Roosevelt will be the guest on "Meet the Press" Sunday, Oct. 26 (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio Network as part of "Monitor," 6:30-7 p.m., EDT).

Mrs. Roosevelt will be interviewed in New York by Clifton Daniel of the New York Times, Luke Carroll of the New York Herald Tribune, May Craig of the Portland (Me.) Press Herald, and Lawrence Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will moderate.

"Meet the Press" is a Public Affairs presentation of NBC News.

CAST AND CREDITS FOR "RAPUNZEL" ON "SHIRLEY TEMPLE'S STORYBOOK"

(NBC-TV Network, Monday, Oct. 27, 8 to 9 p.m., EST)

STORYTELLER: Shirley Temple.

STARS: Carol Lynley, Agnes Moorehead,
Don Dubbins, Alexander Scourby,
Marian Seldes, Philip Abbott.

PRODUCTION BY: Henry Jaffe Enterprises, Inc., in
association with Screen Gems,
Inc.

PRODUCER: Alvin Cooperman.

DIRECTOR: James Neilson.

TELEPLAY BY: F. William Durkee Jr.

ORIGINAL STORY BY: The Brothers Grimm.

THEME SONG BY: Mack David and Jerry Livingston.

MUSIC SUPERVISED AND CONDUCTED BY: Morris Stoloff.

MUSIC COMPOSED BY: Heinz Roemheld.

COSTUME DESIGNER: Gwen Wakeling.

ART DIRECTOR: William Flannery.

DIRECTOR OF PHOTOGRAPHY: Henry Freulich, A. S. C.

STORY EDITOR: Norman Lessing.

SPONSORS: John H. Breck Co., Inc.; Hills
Bros. Coffee, Inc.; the
Sealtest Division of the
National Dairy Products Corp.
N. W. Ayer & Son, Inc.

AGENCY: "Restless Gun" and "Wells Fargo."

PREEMPTS THIS DATE ONLY: Norm Frisch (Hollywood); Betty
Lanigan (New York).

NBC PRESS REPRESENTATIVES:

(more)

: 2845

CONCLUSION

:YH 5A551.

FROM DANIEL

2 - Cast and Credits for 'Rapunzel'

CAST

RAPUNZEL.....Carol Lynley
WITCH.....Agnes Moorehead
PRINCE PETER.....Don Dubbins
KING.....Alexander Scourby
WIDOW ENGA.....Marian Seldes
HUSBAND.....Philip Abbott

-----O-----

NBC-New York, 10/20/58

Table

| | |
|---------------------------|-------------------------------|
| 1. General Information | 2. Description of the Project |
| 3. Objectives and Scope | 4. Methodology |
| 5. Results and Discussion | 6. Conclusion |
| 7. References | 8. Appendix |

Table 1: Summary of the Project

Table 2: Detailed Data

CREDITS FOR 'THE THIN MAN' ON THE NBC-TV NETWORK

TIME: Fridays, 9:30-10 p.m., EDT. New series starts Oct. 24, 1958.

ORIGINAL STARTING DATE: Sept. 20, 1957.

STARS: Peter Lawford and Phyllis Kirk as Nick and Nora Charles.

FORMAT: Comedy-mystery (on film).

EXECUTIVE PRODUCER: Richard Maibaum.

PRODUCER: Bob Welch.

SEASON'S PREMIERE SHOW: (Oct. 24): "Scene of the Crime."

SEASON'S PREMIERE CAST: Peter Lawford and Phyllis Kirk, Jack Albertson as Lt. Evans, Hayden Rorke as Everett Tyson, Tina Carver as Mrs. Tyson, Emile Meyer as Clyde, Robert Williams as John Broski, Almira Sessions as Mrs. Shubert, James Nolan as officer Frumkin, Jimmy Ames as the moving man and Asta (the Terrier) as Asta.

DIRECTOR: Richard Kinon.

WRITER: Edmund Hartmann.

DIRECTOR OF PHOTOGRAPHY: William W. Spencer.

ART DIRECTORS: William A. Horning and William Ferrari.

FILM EDITOR: Harry Knapp.

ASSISTANT DIRECTOR: Robert Justman.

ASSISTANT TO PRODUCER: Herman J. Groves.

(more)

2 - Credits for 'The Thin Man'

SET DECORATION: Henry Grace and Jerry Wunderlich.
MUSIC BY: Skip Martin.
THEME BY: Pete Rugulo.
FILMED AT: M-G-M.
PRODUCED BY: A Clarington Production.
SPONSOR (AND AGENCY): Colgate-Palmolive Company (Ted Bates
and Co., Inc.).
NBC PRESS REPRESENTATIVES: Al Cammann (New York) Doug Duitsman
(Hollywood).

-----O-----

NBC-New York, 10/20/58



TRADE NEWS

DAYTIME SALES OF \$2,300,000 IN GROSS REVENUE MARK COMPLETE
SELL-OUT OF NBC-TV NETWORK'S MONDAY-THROUGH-FRIDAY
10:30 A.M.-1 P.M. (NYT) BLOCK OF PROGRAMS

With \$2,300,000 gross revenue in new and additional daytime business being placed with the NBC-TV Network during the past week, the Monday-through-Friday, 10:30 a.m.-1 p.m. (NYT) block of programs is now completely sold out, Walter D. Scott, Vice President, NBC Television Network Sales, announced.

The additional business is from the Procter and Gamble Company, the Lever Brothers Company and Whitehall Laboratories. It follows the recently announced purchase by Pharmaceuticals, Inc., of five alternate-week quarter-hour segments in three NBC-TV Monday-through-Friday daytime programs.

Procter and Gamble, through Dancer-Fitzgerald-Sample, Inc., has ordered an additional alternate-Thursday quarter-hour segment of "It Could Be You" (telecast 12:30-1 p.m., NYT), starting Oct. 30.

Lever Brothers, through Needham, Louis and Brorby, Inc., has ordered an additional alternate-Friday quarter-hour segment of "Concentration" (telecast 11:30-12 noon, NYT), starting immediately.

Whitehall Laboratories, through Ted Bates and Company, Inc., has ordered a quarter-hour segment of "Concentration" on alternate Thursdays, starting Oct. 23.

-----O-----

NBC-New York, 10/21/58



October 21, 1958

ELECTRONIC "BRAIN" TO PROVIDE NBC'S "ELECTION NEWS SPECIAL"
ON TV AND RADIO WITH ACCURATE PROJECTIONS OF HOUSE
RACES HOURS BEFORE THE FINAL RETURNS ARE IN

Early returns fed into IBM's lightning-fast electronic "brain" will enable NBC News correspondent Richard Harkness to provide viewers of "Election Night Special," Tuesday, Nov. 4, with accurate projections of crucial House races -- hours before final returns are in (NBC-TV Network, 9 p.m., EST). The NBC Radio Network will include the figures in its "Election Night Special" starting at 8:05 p.m., EST.

William R. McAndrew, Vice President, NBC News, announced today that "the projections will be based on a comprehensive setup utilizing well over 100 people in 86 marginal districts." In each district, said Mr. McAndrew, up-to-the-minute returns will be instantaneously channeled to NBC News' Election Central in New York via a cross-country telephone network.

As they come in to Election Central, the returns will be fed into IBM's computer, which will project each race on the basis of percentage of precincts reporting and comparison with all other elections dating back to 1952.

As the data whirls through the "brain," the results will be transcribed automatically on a high-speed printer. The printed form

(more)

will then go to Harkness, who will combine the figures with his years of experience covering the political scene to spot key trends in all the crucial races.

Harkness' place in the NBC News radio team for the election coverage will be taken by Herb Kaplow in Washington. Other radio reporters will be anchorman Merrill Mueller in New York, with H. V. Kaltenborn, Wilson Hall and Morgan Beatty; Jim Hurlbut in Chicago, and Ed Arnow in Los Angeles. Martin Agronsky will cover National Democratic Headquarters; Frank Bourgholtzer, National Republican Headquarters, and Ray Scherer, the Presidential party.

On television, Chet Huntley and David Brinkley will serve as anchormen. Regional interpretations and analyses will be supplied by Frank McGee in New York, Robert McCormick in Washington, Sander Vanocur in Chicago, and Bill Henry and Elmer Peterson in Los Angeles.

-----O-----

NBC-New York, 10/21/58

It is the policy of the Department to ensure that all personnel are properly trained and supervised in the handling of confidential information. This includes the use of proper procedures for the collection, storage, and dissemination of such information.

The Department is committed to maintaining the highest standards of security and integrity in all its operations. This commitment is reflected in the strict adherence to established policies and procedures, as well as the ongoing training and development of personnel. The Department's primary responsibility is to protect the national security and the interests of the United States, and this requires the most rigorous standards of conduct and performance.

Very truly yours,

John Edgar Hoover

'CHET HUNTLEY REPORTING' (NEW NAME FOR 'OUTLOOK') TO EXAMINE
CAREER CHANGE FOR MIDWESTERN FARMERS

NBC News' "Outlook" changes its name to "Chet Huntley Reporting" Sunday, Oct. 26 (NBC-TV Network, 6:30-7 p.m., EST) and will present as its first telecast under the new title a study of a growing situation in America's breadbasket, with many farmers abandoning livestock raising for the profitable business of storing grain for the government.

The huge surpluses of wheat, corn and oats have resulted in a new career for many Midwestern farmers -- some of them formerly in the livestock business -- who now grow grain, take the support price paid for it by the government, and then store it in a network of bins sprouting up throughout the farm country.

NBC Newsman Floyd Kalber traveled through Iowa, Minnesota and Missouri interviewing farmers and filming their activities under the storage program, which currently costs the Federal government about \$1,000,000 daily. Some farmers, the telecast will show, have stopped feeding cattle or growing pigs to devote their entire effort to growing and storing grain.

Reuvan Frank produces "Chet Huntley Reporting."

-----O-----

NBC-New York, 10/21/58



TELEVISION NEWS

October 21, 1958

"ALI BABA AND THE FORTY THIEVES" WILL BE FULL-HOUR

"SHIRLEY TEMPLE'S STORYBOOK" PRESENTATION NOV. 12

- - -

Nehemiah Persoff Has Role of Ali Baba in Classic Story

"Ali Baba and the Forty Thieves" -- with a cast headed by Nehemiah Persoff (as Ali Baba), Vivian Nathan, Thomas Gomez and Bruce Gordon -- will be presented on "Shirley Temple's Storybook" Wednesday, Nov. 12 (7:30-8:30 p.m., EST). Others in the cast are Rafael Campos, Miriam Colon, Alfred Ryder, Robert Carricart and Joe Duval.

"Ali Baba and the Forty Thieves" is the classic story from "The Arabian Nights" collection of Oriental tales. The teleplay was written by F. William Durkee Jr. and Norman Lessing. Direction is by James Neilson and a special musical score for the filmed production has been composed and conducted by David Buttolph.

(This special telecast preempts "Wagon Train" on Nov. 12 only.)

"Shirley Temple's Storybook" is produced by Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc. Alvin Cooperman is producer for the series. Sponsors are John H. Breck Co., Inc.; Hills Bros. Coffee, Inc., and the Sealtest Division of the National Dairy Products Corp. N. W. Ayer & Son, Inc., is the agency for all three sponsors.

-----O-----



TELEVISION NEWS

October 21, 1958

MAYOR WAGNER PROCLAIMS OCT. 26 "'OMNIBUS' DAY IN NEW YORK CITY"

- - -

NBC-TV Network Program to Start Its Seventh Year

Mayor Robert F. Wagner issued a proclamation today designating Sunday, Oct. 26, as "'Omnibus' Day in New York City" in honor of the popular television series which returns for its seventh consecutive year Sunday, Oct. 26 at 5 p.m., EST, on the NBC-TV Network.

Robert Saudek, creator and executive producer of the prize-winning program, accepted the proclamation manuscript in a City Hall ceremony.

In bestowing the precedent-making accolade on the distinguished television series that has won 65 major awards since its start in 1952, Mayor Wagner was underscoring his own deep interest in top quality television fare as well as highlighting the fact that it is in New York City that "Omnibus" was conceived and is produced. In the words of the proclamation: "Made in New York City for the nation to enjoy."

The text of the proclamation, first of its kind in the history of broadcasting, follows:

WHEREAS the television series -- OMNIBUS -- created in New York City and produced here by ROBERT SAUDEK ASSOCIATES, INC. -- has from its inception in 1952 successfully sought to raise the standards of commercial video and has in the process won 65 major awards,

(more)

WHEREAS OMNIBUS is generally credited with having opened up Sunday afternoon programming to the top quality standards that this popular time period now enjoys, to the cultural enrichment of the entire country,

WHEREAS this unique and prize-winning pioneer series is a dramatic example of the kind of superior quality television programming that is made in New York for the nation to enjoy: features such as "The Life of Samuel Johnson," "The Constitution," "Leonard Bernstein on Beethoven," "American Trial by Jury," "The Adams Family," "Lee at Gettysburg," "King Lear,"

WHEREAS OMNIBUS returns for its seventh consecutive year on Sunday, Oct. 26 at 5 p.m. over the full network facilities of the National Broadcasting Company,

NOW THEREFORE, I, Robert F. Wagner, Mayor of the City of New York, do hereby proclaim Sunday, Oct. 26, 1958 as OMNIBUS DAY IN NEW YORK CITY, and call the attention of the citizens to the above date.

"Omnibus" devotes its premiere program this Sunday at 5 p.m. EST to "Capital Punishment," a full-hour program dramatizing inspection of society in its perplexing role of executioner -- a novel treatment that will include a look at the various methods by which the state has exacted the death penalty from criminals convicted of certain crimes.

Guiding "Omnibus" viewers through the many aspects of this complex and important subject will be the noted American trial lawyer Joseph N. Welch, whose previous appearances on the series have included memorable features on "The Constitution," "American Trial by Jury" and "The Trial of Lizzie Borden."

CREDITS FOR 'OMNIBUS' SEASONAL PREMIERE ON NBC-TV

TIME:

Sunday, Oct. 26 (5-6 p.m., EST), and
alternate Sundays thereafter.

PREMIERE:

"Capital Punishment," an examination of
society in its role as executioner, with
Joseph N. Welch, the noted American trial
lawyer, as on-camera guide.

CAST FOR OCT. 26:

Modern Englishman.....Michael McAloney
Grimes.....Ed Asner
Petitioner.....Guy Sorel
Chaplain.....Paul Milikin
Barrister.....David Kingwood
Bartender.....Ralph Bell
Middle-Aged Woman.....Ruth Girard
Gloria Dyer.....Lorraine Rogers
Tom Reynolds.....Charles McDaniel
"Towser" Emery.....Arnold Sobeloff
Anthony Marella.....Joe Campanella
Psychologist.....Ruth Manning
Dr. Guillotine.....Pierre Epstein
Prison Official.....John McQuade
Dude.....Gene Saks
Man.....Fred Downs
American Judge.....Jim Kelly
Douglas.....Joe Sullivan
Warden.....Bill Zuckert
Lieutenant.....Ed Holmes
Wales.....Val Avery
Lawyer.....Fred Sadloff

* * *

(more)

January, 1901, to (1901-1902)

Estimated average yield

"Cotton yield," an estimate of

yield in 1901 in relation to

yield in 1900, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

yield in 1901, and other data

'OMNIBUS' STAFF

| | |
|---|---------------------------|
| EXECUTIVE PRODUCER: | Robert Saudek. |
| MASTER OF CEREMONIES: | Alistair Cooke. |
| FEATURE EDITOR: | Mary V. Ahern. |
| DIRECTOR: | William A. Graham. |
| SCRIPT WRITER AND STAGER
OF FEATURE: | James H. Lee. |
| PRODUCTION DESIGNER: | Henry May. |
| DRAMA CONSULTANT: | Walter Kerr. |
| PRODUCER: | Robert Saudek Associates. |
| SPONSOR: | Aluminium Limited. |
| AGENCY: | J. Walter Thompson. |
| POINT OF ORIGIN: | Live from New York. |

-----O-----

NBC-New York, 10/21/58



NBC COLOR TELEVISION NEWS

October 22, 1958

BING CROSBY TO BE GUEST OF HONOR ON SEASON'S
FIRST COLORCAST OF "THE DEAN MARTIN SHOW"

Bing Crosby will be the guest of honor on the first 1958-59 season colorcast of "The Dean Martin Show" on the NBC-TV Network, Saturday, Nov. 22 (9 to 10 p.m., EST).

This will be the second TV reunion for golfing cronies Crosby and Martin this season, since Martin appeared as Crosby's guest on his Oct. 1 show on another network.

Jack Donohue will produce and direct the Nov. 22 colorcast which will be written by Herb Baker. The program will be sponsored by Timex Watches through the Peck Advertising Agency, Inc.

NBC RADIO NETWORK NEWS

October 22, 1958

'AUDIO DOCUMENTARIES' ON IMPORTANT SUBJECTS AND ISSUES OF THE DAY
PLANNED BY NBC RADIO NETWORK; SOME SHOWS--LIKE ONE ON RUSSIA--
WILL TAKE 30 TO 40 HOURS OF TIME PREEMPTED FROM 'NIGHTLINE'

NBC Radio is preparing a special series of "audio documentaries" on the important subjects and issues of our times -- leading off with Russia -- Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network, announced today at a general meeting of the Radio Network Affiliates in the ballroom of the Plaza Hotel in New York.

The documentaries will preempt "Nightline" (Monday and Wednesday, 8:30-10 p.m., EST, and Tuesday and Thursday, 8-10 p.m., EST). Mr. Culligan said the length of each will be dictated by only one consideration -- how much time is needed to cover the topic thoroughly. It is estimated that the presentation on Russia will take 30 to 40 hours of on-the-air programming extending over more than four weeks, he said.

The series will be titled "The NBC Image Series," and the opening documentary, scheduled to start in January, will be called "Image - Russia."

Integrated into the documentaries will be regular "Nightline" features, including "Pocketbook News," with Wilma Soss; "Family Living '58," with Arlene Francis, and "Pauline Frederick at the UN."

(more)

The series will be a combined production effort of the "Monitor" and "Nightline" staffs, the NBC News Department and the NBC Public Affairs Department. It will utilize all radio techniques -- interviews, panel discussions, dramatic episodes, news commentary and analysis, remote pickups, music and special features.

"The complete imagery of any subject demands use of the imagination which enables listeners to establish personal identification with the people or the spirit connected with a phase of life," Mr. Culligan said. "Radio, therefore, is the ideal means of establishing imagery."

In the opening documentary, all facets of Russia -- its politics, education, cultural life and social mores -- will be explored to the fullest extent by the most competent observers available, he said.

-----O-----

NBC-New York, 10/22/58

The paper will be a critical examination of the
theory and practice of the "new" movement and the
theory of the "new" movement. It will discuss the
theory of the "new" movement, the theory of the
theory of the "new" movement, and the theory of the
theory of the "new" movement.

The paper will be a critical examination of the
theory and practice of the "new" movement and the
theory of the "new" movement. It will discuss the
theory of the "new" movement, the theory of the
theory of the "new" movement, and the theory of the
theory of the "new" movement.

In the paper, the author will discuss the
theory and practice of the "new" movement and the
theory of the "new" movement. It will discuss the
theory of the "new" movement, the theory of the
theory of the "new" movement, and the theory of the
theory of the "new" movement.

The paper will be a critical examination of the
theory and practice of the "new" movement and the
theory of the "new" movement. It will discuss the
theory of the "new" movement, the theory of the
theory of the "new" movement, and the theory of the
theory of the "new" movement.

The paper will be a critical examination of the
theory and practice of the "new" movement and the
theory of the "new" movement. It will discuss the
theory of the "new" movement, the theory of the
theory of the "new" movement, and the theory of the
theory of the "new" movement.

The paper will be a critical examination of the
theory and practice of the "new" movement and the
theory of the "new" movement. It will discuss the
theory of the "new" movement, the theory of the
theory of the "new" movement, and the theory of the
theory of the "new" movement.

ACTOR-DIRECTOR-PRODUCER JACK WEBB (OF 'DRAGNET') IS AUTHOR
OF BOOK--'THE BADGE'--STORY OF A POLICE FORCE IN ACTION

Multi-talented Jack Webb has added still another facet to his already renowned career as actor, director and producer. Webb is the author of a new book -- "The Badge" -- which brings, as does his NBC-TV Network "Dragnet" series (Tuesdays, 7:30 p.m., EDT), the authentic story of a police force in action.

Published by Prentice-Hall, "The Badge" goes on sale Monday, Oct. 27.

In the foreword of his book, Webb states:

"I have been involved in a documentary radio and television detective series on NBC for some 11 years. A feature motion picture was made. It played throughout the world. The TV episodes -- nearly 300 -- have been translated into German, French, Spanish and Japanese. The half-hour films are currently being run-off in England, Canada, Australia, Latin America and Africa. And youngsters in Dallas race Joe Friday's car, and carry a replica of his badge...

"When we were first devising the radio show from which the TV program was derived, I shook hands with research for the first time. Many long hours were spent in squadrooms, squad cars and drinking the one a.m. cup of coffee with working detectives. I learned my first police rule: the solution of the crime is the work of many hands and many minds.

"And so this book. It, too, represents the work of many..."

-----O-----



NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Nov. 2-8 (All Times EST)

Sunday, Nov. 2

7:30-8 p.m. -- "Northwest Passage" -- filmed adventures of Major Robert Rogers and his Rangers during the French and Indian War. Keith Larsen, Buddy Ebsen and Don Burnett star. Tonight: "The Hostage."

8-9 p.m. -- "The Steve Allen Show" -- Steve's guests tonight are Jane Russell, George Melachrino and singer Earl Grant.

9-10 p.m. -- "The Chevy Show" -- starring Sid Caesar, with Shirley MacLaine, Jo Stafford, The Kirby Stone Four, Cliff Norton and special guest Art Carney.

Monday through Friday, Nov. 3-7

2-2:30 p.m. -- "Truth or Consequences" -- comedy-quiz and stunt show, with Bob Barker as emcee.

2:30-3 p.m. -- "Haggis Baggis" -- audience-participation show starring Fred Robbins as emcee.

Monday, Nov. 3

7:30-8 p.m. -- "Tic Tac Dough" -- Win Elliot is host of the quiz game based on the game of Tic Tack Toe.

10-10:30 p.m. -- "The Arthur Murray Party" -- Kathryn and Arthur Murray star.

(more)

2 - NBC-TV Network Colorcast Schedule

Tuesday, Nov. 4

8-9 p.m. -- "The George Gobel Show" -- George is host tonight to
Eddie Fisher, Fred MacMurray and Helen O'Connell.

Wednesday, Nov. 5

8:30-9 p.m. -- "The Price Is Right" -- Bill Cullen is emcee.

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" --
new comedy program.

Thursday, Nov. 6

10:30-11 p.m. -- "Masquerade Party" -- Bert Parks is host of this
program, on which noted personalities disguise themselves and
challenge a panel to identify them.

Friday, Nov. 7

8-9 p.m. -- "Ellery Queen" -- new mystery series starring George
Nader as the famous writer-sleuth.

Saturday, Nov. 8

8-9 p.m. -- "The Perry Como Show" -- Ann Miller and Burl Ives are
on Perry's guest list tonight.

-----O-----

NBC-New York, 10/22/58

CREDITS FOR 'TEN FOR SURVIVAL'

PREMIERE: Tuesday, Oct. 28 (10:30-11 p.m., EST).
Series will be sent out live to the country's interconnected educational TV stations over NBC's regular network facilities on 10 successive Tuesdays. (Many NBC affiliated stations will carry the series on a delayed basis.)

PRODUCED IN COOPERATION WITH: U. S. Office of Civil and Defense Mobilization and the Educational Television and Radio Center at Ann Arbor, Mich.

HOST: Chet Huntley.

EXECUTIVE PRODUCER: Malcolm MacGregor.

PRODUCER: Joel O'Brien.

DIRECTOR: Lynwood King.

WRITERS: William Welch and Earl Hamner.

ASSOCIATE PRODUCER: Lane Slate.

RESEARCH DIRECTOR: Joan Seaver.

UNIT MANAGER: Jerry Karpf.

ASSOCIATE DIRECTOR: Robert Hopkins.

SCENIC DESIGNER: Ed Wittstein.

GRAPHIC ARTIST: Guy Fraumeni.

LIGHTING DIRECTOR: Alan Posage.

TECHNICAL DIRECTOR: Hank Bomberger.

FILM CONSULTANT: Nicholas Dancy.

FILM EDITOR: Bill Buckley.

(more)

DESCRIPTION: As examination of the American people's rejection of the existing knowledge which is man's key to survival in the Nuclear Age. It will demonstrate that, with knowledge, survival in a nuclear crisis is possible; document the reasons for the American public's rejection of the knowledge that is man's surest means to survival, and lay the groundwork for acceptance of the hard facts of nuclear weapons and radiation.

PROGRAM ONE: "Enter the Nuclear Age," featuring selections from John Hersey's "Hiroshima" read by a drama quintet. (Complete cast to be announced.)

-----O-----

NBC-New York, 10/22/58

CREDITS FOR 'WATCH MR. WIZARD' ON NBC-TV NETWORK

TIME: NBC-TV Network, Sundays, 2-2:30 p.m., EST,
except WRCA-TV; on WRCA-TV only, Sundays,
1-1:30 p.m., EST.

FORMAT: Home-laboratory demonstrations of phenomena in
science.

STAR: Don Herbert as "Mr. Wizard."

ASSISTED BY: Betty Sue Albert (13) and Douglas Lane (11) on
alternate weeks.

CONCEIVED AND
PRODUCED BY: Don Herbert.

DIRECTOR: Lynwood King.

ASSOCIATE DIRECTOR: Bob Hopkins.

TECHNICAL DIRECTOR: Hank Bomberger

UNIT MANAGER: Edward Faught.

SCENIC DESIGNER: Frank Schneider.

SCIENCE CONSULTANT: Dr. Morris H. Shamos, professor of physics,
New York University.

ORIGINATION: NBC Studios, New York.

PREMIERE DATE: NBC-TV, March 3, 1951, Chicago.

PRESENTED BY: An NBC Public Affairs presentation.

NBC PRESS
REPRESENTATIVE: Bill Fague, New York

-----O-----

NBC-New York, 10/22/58

REPORTS FOR THE YEAR 1964 ON THE WORK OF THE BOARD OF DIRECTORS

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)

1964-1965 (1964-1965) (1964-1965) (1964-1965) (1964-1965)



October 23, 1958

FUTURE OF TELEVISION DEPENDS ON HOW WELL 'WE JOINTLY WITHSTAND'
CONSTANT STRESSES FROM DIVERGENT INTERESTS, ROBERT W. SARNOFF
STATES AT 12TH ANNUAL MEETING OF NBC-TV NETWORK AFFILIATES

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, told the network's television affiliates this morning that the future of television depends on how well "we jointly withstand" the constant stresses from divergent interests that pull a network and its affiliates in opposite directions.

Mr. Sarnoff spoke before more than 300 TV affiliate executives and members of the press gathered at the Plaza Hotel, New York City, for the 12th Annual NBC Television Affiliates Meeting.

"Thus far," he said, "the forces of cohesion have withstood those of division. I personally feel they always will -- if the fundamentals of our relationship continue to be viewed in clear perspective. The danger is that expediencies of the moment may obscure the enduring values of these fundamentals."

The mutual interest and need which exists between the network and its affiliates is a valuable asset worth protecting, Mr. Sarnoff said. "When it was under fire in the Barrow hearings, you took the initiative in going to Washington and effectively supporting the integrity of the network-affiliate relationship. If the issue is ever presented so clearly again, I am sure you will respond in the same steadfast manner."

(more)

However, Mr. Sarnoff pointed out, that in "our month-to-month, year-to-year dealings with each other," this joint asset "is rarely defined so sharply."

"My concern now," he said, "is that this joint asset could be slowly eroded away, either through misunderstanding or through failure to recognize the narrow margin between network success and failure. If that happens -- however inadvertently, however unintentionally -- the affiliates themselves could bring about the very result which they have pleaded so eloquently with the Government to avoid."

New pressures have emerged which would require "neither design nor deliberation to produce a weakening of the obligation of affiliation," he said. The results of such a development could be "gravely damaging to the network structure, and thus to the stations' own interests. For the network can give the station the service it needs only to the extent that the station makes it possible."

Mr. Sarnoff emphasized that he proposes no action that the affiliates would find incompatible with their interests and responsibilities as station owners. "I only suggest," he said, "that whatever action you take bearing on your network relationship be taken with a considered awareness of its implications for the long as well as the short range."

In conclusion, Mr. Sarnoff said: "If we stand staunchly together, I am more convinced than ever that we can insure our common success for many prosperous and constructive years to come and thus serve the best interests of the public and the industry."

(more)

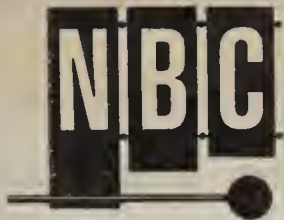
3 - Robert W. Sarnoff -- Address to TV Affiliates

Robert E. Kintner, President of NBC, reviewed the structure and changes of the NBC television program schedule, and the organization of the television network program department.

Don Durgin, Vice President, and National Sales Manager, NBC Television Network Sales, presented a special Cellomatic presentation on "NBC Television Network, 1958-1959," which also contained a brief review of NBC-TV's 10-year history and a status report on the great 1957-'58 audience shift with NBC emerging as the Number One network.

-----O-----

NBC-New York, 10/23/58



Remarks by Robert W. Sarnoff,
Chairman of the Board,
National Broadcasting Company,
at the NBC-TV Network Affiliates Meeting,
Plaza Hotel, New York, Oct. 23, 1958.

This morning's session brings us near the end of our twelfth annual affiliates meeting. I have attended most of these meetings since 1946, first as an observer and then as a participant with you in the occasionally hectic, but always rewarding, deliberations that have charted our joint course through television's turbulent first commercial decade. Casting back over these years, I can only marvel at the profound changes that have taken place in television, not only in its size, but in its mode of operation, in the new enterprises it has created, and in the new interests it has drawn into the fold.

Of one thing, I am certain. It will keep on changing, probably at an accelerated pace. For television has become a vast and complex business -- far bigger than radio ever was, with higher stakes, greater risks and larger areas of conflict.

Because of the variety of conflicting interests and the size of the stakes, television has generated fierce and widespread competition, perhaps unparalleled in American enterprise. Its cost level is very high, calling for large-scale resources. Its total profit -- combining all elements -- is also high, even though spread unevenly

(more)

across the industry. Some of the highest risk enterprises, such as networking, have relatively low profit margins; others, such as talent agencies and stations, have generally maintained much higher margins.

The constant hunger for programs to fill the schedules of more than 400 stations has brought into being a complex of new program sources, not all of them blessed with financial and creative stability. In the last five years, scores of outsiders have plunged into programming waters, threshed about briefly and then submerged, to be followed by others. Some have managed to stay afloat through growth or consolidation; and they, plus others from the motion picture industry, from syndication and from the talent agency field, have become firmly anchored as program originators, providing, at last, a basic stability to this segment of television.

The movie industry has made a direct penetration into television by exhuming, in volume, the product consigned to its vaults over many years. Only a soothsayer would hazard a forecast on whether the features will soon wane in appeal through play and replay, bringing an end to this chapter in television's history; or whether they will continue as a television staple. Their presence has, however, already produced drastic changes in programming patterns and has affected some of television's basic relationships.

Color is at hand, expanding steadily and as rapidly as the full support of only one network and one manufacturer can make it expand. Soon this solitary effort will have created a market big enough to enlist other manufacturers in a vigorous production and merchandising drive. Then, as color begins to tap the mass market, it will trigger the familiar cycle of circulation growth, advertising support and program expansion. At some point in this process, probably when it appears that profits are more imminent, we expect other networks to support our color programming efforts.

(more)

With the advent of videotape, we stand on another frontier opened by new technology. It will revolutionize many of our operations and many of yours; it will open up new avenues of program production, lead to many new services which we are just beginning to explore. It will also likely bring into television new forces, again producing change in an industry where change is the only constant.

And, like everything about it, the NBC television network has changed too.

In sales, we have embraced new forms which would have seemed radical -- maybe even unthinkable -- to the affiliate of 1948. But you, too, have changed by recognizing the need for this flexibility. Through your cooperation we have been able to adjust to the demands of the market for the most efficient use of network television.

The network's overall schedule has kept changing, too. Some program types have receded in popularity; others have come to the fore. The pace of these adjustments has placed demands on the network undreamed of in the radio era. Like the automobile industry, we retool for each season far in advance. We must begin preparing for the next broadcast year when the current one begins, and we must support our judgment on what will be successful a year hence with tens of millions of dollars. We must also cope with a challenge unknown in the automobile industry: we must be flexible enough to change models drastically in mid-season.

Not only do the programs keep changing; so does the means of their birth, care and feeding. In the contest for competitive supremacy, we must find the best possible shows wherever they can be found. And drawing from a vast range of program sources, we now employ an intricate variety of program arrangements, which cannot be put into the neat, over-simplified compartments of "inside" or "outside" the network.

(more)

Don Lyndie

1972-1973 and 1973-1974.

For example, we have programs originally conceived and developed by NBC, which have been farmed out to others for production according to our concept and specifications, and with our financing. Then there are program ideas brought in by others which we jointly fashion into show form. There are cases where we select a program from a pilot and buy outside production; cases where we acquire broadcast rights to complete shows produced by others. In short, there are many different combinations of program interests spread among NBC, performers, independent producers, talent agencies, and others -- so many as to reduce to sophistry the concept of everything being "inside" or "outside" the network.

But whatever the origin of the show, it is NBC's creative responsibility to design its overall schedule with balance, taste and competitive impact. This responsibility is always discharged, as it must be, with a careful eye on serving the public interest and on the barometer of demands from our market.

The changes at NBC have deeply involved its organization and its modes of operation. We have streamlined to avoid waste. We have organized to use the full resources of the company in making decisions intelligently, quickly and responsibly.

We have built for a strong tomorrow by bringing along the young and most able people in our organization, and by attracting other young and gifted people to join us. To achieve strength and stability, particularly in the vital television network area, we have gone through organizational changes, just as the other networks have done and continue to do. Out of this sustained effort, we have fashioned a network organization that I consider the most competent anywhere. It has depth. It has skilled and energetic executives heading each operating area. It has been welded into a cohesive, purposeful team by a

(more)

seasoned leader with an unsurpassed knowledge of broadcasting -- Bob Kintner. We are geared for the rough competition of today, and for the rougher competition of the future.

In shaping our organization, in selecting our programs, we exercise a certain control over the shape of our own future. But in seeking agreement on what we should or should not do, or be, we are a cat chasing its tail. If you will all join me in a tranquilizer, I will try a hasty count-down of the dilemmas and frustrations of networking.

First, we face recurring charges of network monopoly; yet we are a business whose hallmark is no-quarter competition.

Next, we face the paradox of a public official suggesting that perhaps more network programming would improve the quality of radio stations -- at a time when other government officials seem dedicated to reducing the amount of network programming carried by television stations.

Then, we stand in the dock on the charge of controlling too much of what the public sees; while at the same time we are being accused of abdicating program control to advertisers and agencies.

Some feel we shun controversial programming; yet others are alarmed when our commentators express opinion on issues in the news.

Some feel we exile informational and cultural shows to Sunday afternoon; others are distressed when we preempt regular nighttime shows for such programs.

Some of this pull and haul comes from genuine divergence of belief, and this is fine. But some of it comes from misunderstanding of the role of networks as balance wheels in this loosely-knit business of television.

(more)

...with an emphasis on the...
...we are...
...of the...

In addition...
...of...
...agreement...
...will...
...of...

First, we...
...are a...
...have...
...program...
...as a...
...of...

Then, we...
...of...
...of...
...we...
...and...
...we...

Some of...
...and...
...the...

Only the networks assume the responsibility for offering a varied and balanced schedule with something of appeal to all audience tastes. In doing so, they often go upstream against the program trends of the moment. Too many Westerns, too many situation comedies on the air? This might be true if you count the vast outpouring of such programs from independent sources over whom the networks have not the slightest control. But those who deplore them should realize that without the counter balance of network programming, there would be twice, or three times, or four times as much of prevailing popular show types on the home screens as there is now. The simple fact is the networks alone do not comprise the entire television industry.

The ability of the networks to continue as the balancing force, and the creative hub, of television, depends without question upon the unwavering continuance of one fundamental relationship. That is the network-affiliate relationship. Though I am intimately involved in this relationship, I want to attempt a detached appraisal of its importance in safeguarding television as a productive service for the public, the stations and the national economy.

It is unique in American business, unlike the relationship of the manufacturer and distributor, wholesaler and retailer, motion picture producer and theater owner. It rests on the powerful structure of mutual interest, yet this structure is under constant stress from divergent interests that pull a network and its affiliates in opposite directions. The future of networking, the future of your stations, the very future of television itself will depend on whether, and how well, we jointly withstand these stresses.

Thus far, the forces of cohesion have withstood those of division. I personally feel they always will -- if the fundamentals

(more)

of our relationship continue to be viewed in clear perspective. The danger is that expediencies of the moment may obscure the enduring values of these fundamentals.

These values need little elaboration. On our part, the television network could not exist without you -- you are the network, and our programming and sales and facilities would be meaningless without you to carry our programs to the national audience. We can succeed only to the extent that you are successful. Our position nationally is the sum total of your positions locally.

On your part, you would surely agree that your NBC affiliation is one of your most valuable assets. Just as we need you, you need us. If this axiom required illustration, it was supplied dramatically last season when so many NBC affiliates surged forward in their markets as a direct result of the strengthened network schedule.

Clearly, an asset of such value is worth protecting. When it was under fire in the Barrow hearings, you took the initiative in going to Washington and effectively supporting the integrity of the network-affiliate relationship. If the issue is ever presented so clearly again, I am sure you will respond in the same steadfast manner.

But in our month-to-month, year-to-year dealings with each other, it is rarely defined so sharply. My concern now is that this joint asset could be slowly eroded away, either through misunderstanding or through failure to recognize the narrow margin between network success and failure. If that happens -- however inadvertently, however unintentionally -- the affiliates themselves could bring about the very result which they have pleaded so eloquently with the Government to avoid.

(more)

... ..

(continued)

In the present atmosphere, it is not difficult to see how this could happen. With three-network competition, new pressures have emerged, both within the network and spot fields. Program sources have multiplied and diversified. With a buyers' market -- plus competitive jockeying -- network sales and final programming decisions have been slow in firming up. With rising costs, the rising scale of station profits has levelled off, while total network profit margins have declined. New interests have entered the station field. As businessmen they recognize the essential value of the network to them; but they may be tempted to judge individual transactions on the transient basis of immediate financial effect, without first weighing the ultimate effect on the overall network-affiliate relationship.

Under pressures such as these, it would require neither design nor deliberation to produce a weakening of the obligations of affiliation. The results of such a development could be gravely damaging to the network structure, and thus to the stations' own interests. For the network can give the station the service it needs only to the extent that the station makes it possible.

I propose no action that you would find incompatible with your interests and responsibilities as station operators. I only suggest that whatever action you take bearing on your network relationship be taken with a considered awareness of its implications for the long as well as the short range.

Perhaps we who are in the communications business need better communications with each other -- communications not on the mechanics of our relationship, but on its essentials. These annual meetings give us that opportunity, and I have attempted to use it

(more)

in the present circumstances. It is not difficult to see how
an audit system, which is a necessary part of the
management of the business, can be made to work in a
way which is not only efficient but also economical.
The first step is to get the system into working order.
This is done by getting the system into working order.
The second step is to get the system into working order.
The third step is to get the system into working order.
The fourth step is to get the system into working order.
The fifth step is to get the system into working order.
The sixth step is to get the system into working order.
The seventh step is to get the system into working order.
The eighth step is to get the system into working order.
The ninth step is to get the system into working order.
The tenth step is to get the system into working order.
The eleventh step is to get the system into working order.
The twelfth step is to get the system into working order.
The thirteenth step is to get the system into working order.
The fourteenth step is to get the system into working order.
The fifteenth step is to get the system into working order.
The sixteenth step is to get the system into working order.
The seventeenth step is to get the system into working order.
The eighteenth step is to get the system into working order.
The nineteenth step is to get the system into working order.
The twentieth step is to get the system into working order.
The twenty-first step is to get the system into working order.
The twenty-second step is to get the system into working order.
The twenty-third step is to get the system into working order.
The twenty-fourth step is to get the system into working order.
The twenty-fifth step is to get the system into working order.
The twenty-sixth step is to get the system into working order.
The twenty-seventh step is to get the system into working order.
The twenty-eighth step is to get the system into working order.
The twenty-ninth step is to get the system into working order.
The thirtieth step is to get the system into working order.
The thirty-first step is to get the system into working order.
The thirty-second step is to get the system into working order.
The thirty-third step is to get the system into working order.
The thirty-fourth step is to get the system into working order.
The thirty-fifth step is to get the system into working order.
The thirty-sixth step is to get the system into working order.
The thirty-seventh step is to get the system into working order.
The thirty-eighth step is to get the system into working order.
The thirty-ninth step is to get the system into working order.
The fortieth step is to get the system into working order.
The forty-first step is to get the system into working order.
The forty-second step is to get the system into working order.
The forty-third step is to get the system into working order.
The forty-fourth step is to get the system into working order.
The forty-fifth step is to get the system into working order.
The forty-sixth step is to get the system into working order.
The forty-seventh step is to get the system into working order.
The forty-eighth step is to get the system into working order.
The forty-ninth step is to get the system into working order.
The fiftieth step is to get the system into working order.

to communicate in all candor my thoughts on the most important subject facing all of us.

Change is perhaps all we can count on in this dynamic industry. But change always brings fresh opportunities. If we stand staunchly together, I am more convinced than ever that we can insure our common success for many prosperous and constructive years to come and thus serve the best interests of the public and the industry.

-----O-----

CREDITS FOR 'ADVENTURING IN THE HAND ARTS'

PREMIERE:

Wednesday, Oct. 29 (6-6:30 p.m., EST).

The Educational Television Project program series will be sent out live on 10 consecutive Wednesdays to the country's interconnected educational TV stations over NBC's regular network facilities. Many NBC affiliated stations will carry the series on a delayed basis.

DESCRIPTION:

Exploration of the hand crafts of primitive cultural orbits existing in the midst of the Nuclear Age -- Mexican, Peruvian, Polynesian, Melanesian and Alaskan among them.

PRODUCED IN COOPERATION WITH:

The Girl Scouts of the U. S. A. and the Educational Television and Radio Center.

HOSTESS:

Shari Lewis.

EXECUTIVE PRODUCER:

Malcolm MacGregor.

PRODUCER:

George Norford.

DIRECTOR:

Frank Pacelli.

WRITER:

Bob Cenedella.

CONSULTANTS:

Dr. Harry L. Shapiro.

Dr. Howard Conant.

Dr. Marcella Lawler.

SCENIC DESIGNER:

Ed Wittstein.

GRAPHI ARTIST:

Guy Fraumeni.

(more)

Washington, D.C. (10-10-54)

The following is a list of the

persons who have been

live on in the

of the country's

educational system

regular school facilities

the following schools

the school is a

list of the

the school is

in the school

the school is

the school is

The school is

the school is

the school is

the school is

the school is

the school is

the school is

the school is

the school is

the school is

the school is

the school is

the school is

2 - Credits for 'Adventuring in the Hand Arts'

UNIT MANAGER: Jerry Karpf.
ASSOCIATE DIRECTOR: Robert Hopkins.
ASSISTANT TO PRODUCER: Peri Cousins.
TECHNICAL DIRECTOR: Lawrence Glikann.
LIGHTING DIRECTOR: William Klages.
FILM EDITOR: Michael Blackwood.
FOR THE GIRL SCOUTS: Natalie Flatow.
POINT OF ORIGIN: Live from New York.
PROGRAM ONE: "The Hands of Man -- Pottery"; guests
will be William Daley of the
Philadelphia Museum of Fine Art,
one of the most noted of living
potters, and a group of Girl
Scouts.

-----O-----

NBC-New York, 10/23/58

MANAGER:

STATE DIRECTOR:

STANT TO DIRECTOR:

LEGAL DIRECTOR:

FINANCIAL DIRECTOR:

EDITOR:

THE GIVE RECORD:

OF ORIGIN:

BRAN ONE:

JOHN W. BROWN

JOHN W. BROWN

JOHN W. BROWN

JOHN W. BROWN

JOHN W. BROWN

JOHN W. BROWN

JOHN W. BROWN

JOHN W. BROWN

"The House of the ..."

JOHN W. BROWN

JOHN W. BROWN

JOHN W. BROWN

JOHN W. BROWN

JOHN W. BROWN

JOHN W. BROWN



TRADE NEWS

October 24, 1958

A-S-R PRODUCTS AND BAYUK CIGARS TO CO-SPONSOR 'ELECTION NIGHT SPECIAL' ON NBC-TV NETWORK

A-S-R Products Corporation and Bayuk Cigars, Inc., will co-sponsor the "Election Night Special" on the NBC Television Network Tuesday, Nov. 4, starting at 9 p.m. (EST), it was announced today by Walter D. Scott, Vice President, Television Network Sales, for NBC.

Chet Huntley and David Brinkley will serve as anchormen for the telecast, which will utilize the latest electronic marvels and a cross-country team of NBC News correspondents for fast, accurate and complete reporting of election results. Lightning-fast electronic "brains" and a scientifically unique "Tote-Vote" machine will enable NBC Newsmen to be first with the latest returns and to project results of the major races hours before final results are in. At Election Central in New York, the combined reports of NBC News correspondents across the country and of the press associations will be fed into the computers for simple, speedy collation and tabulation of results.

The agency for A-S-R Products is Kenyon and Eckhardt, Inc. Bayuk Cigars is represented by Feigenbaum and Wermen Advertising Agency.

-----O-----



TELEVISION NEWS

October 24, 1958

"QUEEN FOR A DAY" TO CROSS COUNTRY FOR WEEK'S

ORIGINATION IN MIAMI BEACH NOV. 10-14

NBC-TV Network's "Queen for a Day" show (Mondays through Fridays, 4-4:30 p.m., EST) will originate from Miami Beach, Fla., during the week of Nov. 10-14.

The resort city has invited emcee Jack Bailey and his day-time show to participate in the dedication ceremonies of the new \$8,000,000 exhibition hall which seats 15,000 people. Each "Queen for a Day" telecast will be staged in the adjoining Miami Beach auditorium with an audience of 3,500, according to Bailey.

"We'll have a considerably larger audience than in Hollywood, where the Moulin Rouge holds 800 people," Bailey said.

"We're still going to read every one of the 3,500 'wish' cards and will have a panel of 15 individuals to go over every card before the show to select the 21 candidates. We'll then screen these people and select the finalists from among them."

Before Bailey arrives in Miami, he will make a series of personal appearances on NBC-TV Network shows originating in New York during the week of Nov. 3. On Thursday, Nov. 6, he will appear in Philadelphia.

Bailey's upcoming Florida appearance recalls some Miami anecdotes identified with the series.

(more)

The first woman ever elected "Queen for a Day" (April, 1945) now lives in Miami. She is Evelyn Lane and she will be a guest on the show the first day of the Miami origination. Mrs. Lane, who lived in New York at the time she was elected "Queen for a Day" has kept in touch with the show throughout the years.

Bailey also will visit with his brother-in-law, Claude Renshaw, in Miami. Renshaw has been connected with the city administration for 25 years, serving as city manager for much of this time.

Announcer Gene Baker and fashion commentator Jeanne Cagney, will be in the "Queen for a Day" entourage accompanying Bailey to Miami.

The ladies selected as "Queens" during the week of Nov. 10-14 will be given prize trips to London, Mexico City and Canada. About \$25,000 in merchandise will be given away during the week in Miami.

Producer Mynatt will travel to Miami via Mexico City, where a Mexican version of "Queen for a Day" has been in operation for the past six months. Already the top show in Mexico, according to Mynatt, the program has two emcees, three announcers, 12 models and six finalists on every show.

-----O-----

NBC-New York, 10/24/58

THE FIRST PART OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

OF THE HISTORY OF THE

20,000 VIEWERS SEND IN HALF-DOLLARS FOR SYLLABUSES
FOR NBC-TV NETWORK'S "CONTINENTAL CLASSROOM"

Twenty thousand persons have mailed 50-cent pieces to the NBC-TV Network's "Continental Classroom" for syllabuses since its college-level course in Atomic Age physics began just over two weeks ago. These 20,000 are interested viewers who are not enrolled for credit; the colleges offering the course for credit are distributing the syllabuses free.

"This spectacular success," says the program's producer, Dorothy Culbertson, "more than justifies our original assumption: that there is a tremendous national need in this field."

One hundred and forty-one stations are carrying "Continental Classroom," and 234 colleges throughout the country are now offering the course for credit. Figures on the college enrollment will be announced soon.

Dr. Harvey E. White, professor of physics at the University of California at Berkeley and consultant to the Atomic Energy Commission, is conducting the TV course.

("Continental Classroom" is scheduled on the NBC-TV Network, Mondays through Fridays, 6:30-7 a.m., local time.)

-----o-----

NBC-New York, 10/24/58



TRADE NEWS

3-X-H

October 27, 1958

JACK HARRIS IS UNANIMOUSLY ELECTED CHAIRMAN OF NBC-TV AFFILIATES BOARD OF DELEGATES

Jack Harris, Vice President and General Manager of KPRC-TV, Houston, Texas, was unanimously elected Chairman of the NBC Television Affiliates Board of Delegates at the annual meeting of the affiliates at the Plaza Hotel, New York, Friday, Oct. 24.

Mr. Harris succeeds Walter J. Damm, Vice President and General Manager of WTMJ-TV, Milwaukee, Wis., who retired from the position.

Other officers include: Edwin K. Wheeler, General Manager of WWJ-TV, Detroit, Mich., who was elected to succeed Mr. Harris as Vice Chairman representing the basic affiliates; Harold Essex, Vice President and General Manager, WSJS-TV, Winston-Salem, N. C., who continues as Vice Chairman, representing the optional stations; and Harold Stuart, President of KVOO-TV, Tulsa, Okla., who continues as Secretary-Treasurer.

Appointed to fill vacancies on the NBC-TV Affiliates Board of Delegates were: Harold Grams, General Manager of KSD-TV, St. Louis, Mo.; Lawrence H. Rogers, President and General Manager of WSAZ-TV, Huntington, W. Va.; and Harold See, General Manager of KRON-TV, San Francisco, Calif.

Other members of the Board of Delegates are: Joseph Bryant, President of KCBD-TV, Lubbock, Texas; Richard O. Dunning, President and General Manager of KHQ-TV, Spokane, Wash.; and Robert Ferguson, Executive Vice President of WTRF-TV, Wheeling, W. Va.

-----O-----



WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK

WBC TRADE MARK



TRADE NEWS

October 27, 1958

RESOLUTIONS ADOPTED BY NBC TELEVISION AFFILIATES AT ANNUAL MEETING IN NEW YORK

The following resolutions were unanimously adopted by the NBC Television Affiliates at their 12th annual meeting at the Plaza Hotel, New York, Friday, Oct. 24:

The television affiliates of the National Broadcasting Company in meeting assembled:

1. Congratulate the NBC Television Network on its record of magnificent performance, which has so strongly reasserted NBC's traditional position of industry leadership, of service to the public, to the stations and to the advertisers.
2. Commend Robert W. Sarnoff, Chairman of the Board of NBC, and Robert E. Kintner, President of NBC, on their development and direction of an organization which is strong in depth, great in outlook, and competitive in spirit; and the affiliates express their pleasure at association with this organization.
3. Pledge their full support to the maintenance and enlargement of NBC's leadership as America's No. 1 Television Network.

-----O-----



THE [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

October 27, 1958

Attention, Sports Editors

NBC-TV AND RADIO NETWORKS TO COVER MEN'S FINALS
IN WORLD'S MATCH-GAME BOWLING CHAMPIONSHIPS

The men's finals of the second annual World's Invitational Match-Game Bowling Championships will be covered by the NBC-TV and Radio Networks Friday, Dec. 12 (10 to 11 p.m., EST) from the Chicago Coliseum.

The coverage will be sponsored by Gillette Safety Razor Company as a feature of the "Gillette Cavalcade of Sports" series. The bowling tournament will replace the weekly "Cavalcade of Sports" boxing bout on that Friday night.

The nation's top men and women bowlers will compete in this "World Series of Bowling" for prizes totaling more than \$30,000. NBC's coverage of the men's finals will have the top two survivors of an original field of 128 completing a 100-game grind. A field of 64 women keglers will have finished a 56-game tourney before air time. Defending champions are the 1957-58 Bowlers of the Year, Don Carter of St. Louis and Mrs. Marion Ladewig of Grand Rapids, Mich.

Qualifying rounds in the tourney will begin Dec. 3, with round-robin, match-game competition on the final four days. The Brunswick-Balke-Collender Company will set up 16 lanes in the Chicago Coliseum for the tournament, which is conducted by the Bowling Proprietors Association of Greater Chicago.

-----O-----

NBC RADIO NETWORK NEWS

October 27, 1958

NBC RADIO TO BRING NATION SWIFT ELECTION RETURNS

Election returns from all parts of the nation will be broadcast continuously by the NBC Radio Network starting at 8:05 p.m. EST Tuesday, Nov. 4.

To provide fast, accurate coverage of the returns, the network will remain on the air until 1 a.m. with reports from NBC News correspondents and newsmen of affiliated stations in more than 20 cities.

NBC News correspondent Merrill Mueller will head the radio coverage, assisted by Art Barriault, Morgan Beatty, H. V. Kaltenborn and Wilson Hall in New York, Jim Hurlbut in Chicago and Ed Arnow in Los Angeles. Ray Scherer will cover the President's activities; Martin Agronsky, the Democratic national headquarters and Frank Bourgholtzer, Republican national headquarters, in Washington.

Two five-minute intervals will be provided by the network each hour to enable affiliated stations to broadcast reports on local elections.

-----O-----

THE SECRETARY OF THE ARMY
WASHINGTON, D. C.

TO THE SECRETARY OF THE ARMY
FROM THE SECRETARY OF THE ARMY

THE SECRETARY OF THE ARMY
WASHINGTON, D. C.

THE SECRETARY OF THE ARMY
WASHINGTON, D. C.

THE SECRETARY OF THE ARMY
WASHINGTON, D. C.



October 28, 1958

NBC NEWS FIRST WITH NEWS OF POPE'S ELECTION; FIRST FILMS
OF EVENT ARE SCHEDULED FOR TELECAST OCT. 29

With two beats scored on both the announcement that white smoke was rising above the Sistine Chapel and that Cardinal Roncalli had been chosen as Pope, NBC News scheduled two telecasts of first films of the event Wednesday morning, Oct. 29.

Films are scheduled to arrive in New York at 7 a.m. EST by jet plane. They will be sent through NBC's "jiffy" processor and telecast on NBC-TV's "Today" show.

At 10 a.m. EST Oct. 29, NBC News will present a special telecast on the events in Rome.

This morning's newsbeats (Oct. 28) on NBC Radio were scored by NBC News correspondent Joseph Michaels in Rome, via the continuous open circuit held open from the Italian capital to Radio Central in New York. Michaels' reports on the two events were the first carried by any radio station or network.

-----O-----



TELEVISION NEWS

October 28, 1958

"TOTE-VOTE" SCIENTIFIC MARVEL TO PROVIDE INSTANTANEOUS DISPLAY
OF VOTING RESULTS FOR MAJOR RACES THROUGHOUT NATION
IN NBC-TV NETWORK'S "ELECTION NIGHT SPECIAL"

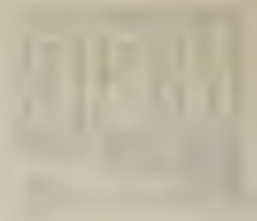
A scientifically unique "Tote-Vote" machine will be the television window through which the nation will view voting results on the NBC-TV Network's "Election Night Special" Tuesday, Nov. 4 (9 p.m., EST). The electro-mechanical apparatus will bring progressive vote totals to viewers seconds after returns reach NBC News' Election Central in New York.

The product of two years' research by engineers of American Totalisator Co., a division of Universal Controls, Inc., the "Tote-Vote" is one of the largest and speediest display systems ever devised. A series of eight indicator boards, it will show results in 72 major election contests for senator and governor and a specially-designed ninth board will show national party lineups for the House, Senate and governorships.

Each of the eight indicator boards of the "Tote-Vote" has three nine-sided motor-driven drums, where the names of states and candidates will be inserted. Each drum then will be rotated by remote control from an operating console to display to television viewers the lineup in each state.

Just below each candidate's name will be a row of seven electric indicators, which can flash any vote total up to 9,999,999.

(more)



THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO

2 - 'Tote-Vote'

These totals are also controlled from the operating console, which contains one key-set, similar to a 10-key adding machine. In addition, there will be a double row of miniature indicators across the top of the console which duplicate those to be flashed on the televised indicator board.

To make a "set-up," the operator pushes two keys -- one to select the candidate, one to post the number of votes. If, after checking the totals on the miniature indicator board, he finds them correct, the operator presses a display button for the proper state. This causes the drums to rotate and brings to the camera's view the proper state and candidates' names -- with correct vote totals.

The "Tote-Vote" is so engineered with interlocking devices that the correct state name must appear with the right candidate's name or the vote display will not be transferred. As each new "set-up" is made, the previous vote totals blank out while the drums rotate, lighting up again with new totals as soon as the drums stop.

The ninth indicator board will be the "recap" board, which will keep viewers posted on any change of party lineup in the House, Senate and governorships. A total of 70 indicators on this board will permit the simultaneous display of the present party composition of each state, the number of House and Senate seats and governorships involved in the election, and the progressive changes in the three groups as the election results are tabulated.

The NBC News staff will be assisted by a team of American Totalisator engineers in operating the "Tote-Vote."

-----O-----

NBC-New York, 10/28/58



NBC COLOR TELEVISION NEWS

CREDITS FOR COLORCAST 'CHEVY SHOW' STARRING SID CAESAR

TIME: NBC-TV Network colorcast, Sunday, Nov. 2,
9-10 p.m., EST.

STAR: Sid Caesar.

GUEST STARS: Shirley MacLaine, Jo Stafford, Kirby
Stone Four, Cliff Norton and special
guest Art Carney.

PRODUCER-DIRECTOR: Alan Handley.

WRITER: Larry Gelbart.

MUSIC DIRECTOR: Paul Weston.

CHOREOGRAPHER: Gene Nelson.

ART DIRECTOR: Bill Martin.

ASSOCIATE DIRECTOR: Roy Montgomery.

COSTUME DESIGNER: Ray Aghayan.

TECHNICAL DIRECTOR: Lou Onofrio.

UNIT MANAGER: Charles Baldour.

SPONSOR (AND AGENCY): Chevrolet Division of General Motors
Corporation (Campbell-Ewald Company).

ORIGINATION: NBC Color City Studios, Burbank, Calif.

PRODUCTION BY: Henry Jaffe Enterprises in association
with NBC-TV.

NBC PRESS REPRESENTATIVES: Al Cammann, New York; Dave Smith,
Hollywood.

-----O-----

NBC-New York, 10/28/58

HARRY GOLDEN--WHOSE 'ONLY IN AMERICA' IS A BEST-SELLER--
TO PRESENT VIGNETTES ON NBC RADIO NETWORK'S 'MONITOR'

Harry Golden, whose unique brand of personal journalism has made him nationally famous, will be presented by B. Manischewitz & Co., Inc., manufacturer of food products, as a regular feature on the NBC Radio Network's "Monitor" starting Sunday, Nov. 2.

Golden will broadcast a five-minute vignette reflecting his independent opinions each Sunday at 5:40 p.m., EST. His subjects will range from "how to buy cigars" to "why other planets have not contacted us."

Born and raised on New York's Lower East Side, Golden now lives in Charlotte, N. C., where he publishes and edits the Carolina Israelite. Subscribers to the paper include housewives, space scientists and government officials.

Poet Carl Sandburg has described Golden as "a fellow who doesn't miss anything -- he has ears to hear and a pencil to write it down." (Golden's book, "Only In America," currently ranks high on best-seller lists). His style of writing combines the approach of a crusading newspaper editor with that of an English essayist of the 18th century.

Al Paul Lefton Co., Inc., is the advertising agency for B. Manischewitz & Co., Inc.

-----O-----

NBC-New York, 10/28/58

BOB HOPE TO BE SKETCHED IN 'STEVE CANYON' 'COMIC STRIP
AS 'SPECIAL AMBASSADOR' TO AID 'OPERATION REINDEER'

Bob Hope will be presented as an envoy in a veterans' cause when he appears as a character in the "Steve Canyon" comic strip episode to be published in newspapers across the country on Sunday, Nov. 2.

Artist Milton Caniff will sketch in the NBC star as a "special ambassador" of Operation Reindeer -- a fund-raising project to send disabled veterans home for Christmas.

Operation Reindeer is sponsored by the Military Order of the Purple Heart to provide transportation for the veteran from the hospital to his home. In cases where the patient cannot travel, Operation Reindeer tries to bring his family to the hospital.

The project, started in 1951, provided transportation for more than 100 patients at veterans hospitals last year, but was forced to refuse many others because of lack of funds. The fund-raising is handled by the MOPH's Alexander Hamilton Chapter III in New York. Contributions are sent to:

Operation Reindeer

Purple Heart

c/o New York City Postmaster

-----O-----

NBC-New York, 10/28/58

CREDITS FOR NIGHTTIME 'CONCENTRATION'

TIME: NBC-TV Network, Thursdays 8:30 to 9 p.m.,
EST (beginning Oct. 30).

MASTER OF CEREMONIES: Jack Barry.

FORMAT: Game show based on memory, derived from the children's card game of the same name. Two contestants pick numbers from 1 to 30, trying to match duplicate pictures of prizes. Each successful match credits the contestant with the prize pictured, and part of a word picture (rebus) is revealed. The first contestant to identify the word picture (a title of a song, poem or familiar saying) wins the game and the prizes credited to him. The game is highlighted by penalties, forfeits and gag prizes.

EXECUTIVE PRODUCER: E. Roger Muir, NBC.

PRODUCER: Jack Farren.

ASSOCIATE PRODUCER: Patte Preble.

DIRECTORS: Bob Hultgren (through Nov. 13) and Dick Schneider (beginning Nov. 20).

ASSOCIATE DIRECTOR: Gertrude Rosenstein.

UNIT MANAGER: Elmer Gorry.

ANNOUNCER: Bill McCord.

PRODUCTION ASSISTANTS: Wally Siegel and John Tobyansen.

MUSIC DIRECTOR AND CONDUCTOR: Paul Taubman.

TECHNICAL DIRECTOR: Dan Zampino.

POINT OF ORIGIN: NBC-TV Studios New York.

SPONSOR AND AGENCY: Pharmaceuticals Inc. through Parkson Advertising Agency Inc.

NBC PRESS REPRESENTATIVE: Anne Morrissy, New York.

-----O-----

NBC-New York, 10/28/58



TRADE NEWS

October 29, 1958

MATTHEW J. CULLIGAN DEMONSTRATES NBC RADIO'S "MEMORY-VISION"
CONCEPT AT 1958 EASTERN CONFERENCE OF AMERICAN
ASSOCIATION OF ADVERTISING AGENCIES

The combination of "sound plus imagination may well be a hidden mine of great value in advertising," Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network, said at the 1958 Eastern Annual Conference of the American Association of Advertising Agencies yesterday (Oct. 28).

Mr. Culligan presented a demonstration of NBC Radio's "Memory-Vision" concept at a Creative TV-Radio Workshop in Hotel Biltmore, New York. He described his invitation to address the group as symbolic of the "fair degree of balance ... restored in the evaluation of advertising media."

Pointing out that all sounds have the ability to evoke certain mood qualities, he presented, through the use of a tape recording, a number of sounds having a commercial application for advertisers. He said they were portions of actual sales presentations made to advertisers by the NBC Radio Network.

"'Memory-Vision' is primarily an audio concept," he said. "I doubt that such a subject could have been on the agenda of a meeting like this two years ago, considering the preoccupation with television then. Imagination is a pivotal element of 'Memory-Vision'. Sound plus imagination equals memory image."

(more)



Vol. 10, No. 1

THE NEW YORK
OFFICE OF THE
REGISTERED

THE NEW YORK
OFFICE OF THE
REGISTERED

THE NEW YORK
OFFICE OF THE
REGISTERED

THE NEW YORK
OFFICE OF THE
REGISTERED

THE NEW YORK
OFFICE OF THE
REGISTERED

Mr. Culligan said "there appears to be little doubt that the most efficient modern creator of memory images is that which combines sight, sound, demonstration and color -- that is, color television."

However, he said, as NBC Radio personnel began studying the function of memory, "it soon became apparent that sound had some remarkable, exclusive advantages as a creator of memory images. For one thing, the human being almost certainly starts learning as a result of sound. Unborn babies are known to react to sound. We, as infants, hear before we see.

"All our lives we learn by hearing. Recent tests with sound, employed while a subject sleeps, seem to prove that memory images are being created by sound even while we slumber, sightless."

-----O-----

NBC-New York, 10/29/58



TELEVISION NEWS

October 29, 1958

CHANGING CHARACTER OF EAST GERMANY TO BE DEPICTED IN PREMIERE

'NBC KALEIDOSCOPE' TELECAST, 'THE S-BAHN STOPS AT FREEDOM'

"The S-Bahn Stops at Freedom," premiere program of the new NBC-TV Network experimental series, "NBC Kaleidoscope," Sunday, Nov. 2 (5-6 p.m., EST), will give a vivid picture of the changing character of East Germany, which -- the program will illustrate -- has become the most dogmatically Communistic nation in Europe.

With Chet Huntley as reporter and editor, "NBC Kaleidoscope" will show a new class of refugees -- doctors, lawyers, ministers and teachers -- who have fled from East to West Germany to escape Communist oppression.

Interviews will be shown with people passing through West Berlin's refugee and youth camps; with industrialist Walter Hunger, former owner of one of East Germany's largest factories; with Walter Rosenthal, head of the League of Free Jurists, who describes how the law in East Germany has been changed; with Willy Brandt, mayor of West Berlin, who says that residents should make an attempt to stay in the Eastern zone to prevent the Soviets from populating the area with Russians and Poles; with two doctors who describe the persecution of physicians in East Germany; and with Lutheran Minister Wolf Zimmerman, who tells in detail how the Soviets have abridged religious freedom.

Charles Van Doren is host of "NBC Kaleidoscope." Reuven Frank of NBC News is producer of "The S-Bahn Stops at Freedom."

"NBC Kaleidoscope" will alternate with "Omnibus" in the Sunday 5-6 p.m., EST, time-spot.

* * *

(more)

CREDITS FOR "THE S-BAHN STOPS AT FREEDOM,"
PREMIERE SHOW OF "NBC KALEIDOSCOPE"

TIME: NBC-TV Network, Sunday, Nov. 2 (5-6 p.m.,
EST).

PRODUCER: Reuven Frank.

REPORTER AND EDITOR: Chet Huntley.

DIRECTOR: Jack Sughrue.

WRITER: Piers Anderton.

RESIDENT CORRESPONDENT,
NBC NEWS: John Rich.

FILMED BY: Joseph Oexle.

CHIEF, NBC NEWSFILM,
CENTRAL EUROPE: Gary Stindt.

HOST: Charles Van Doren.

FORMAT: This first show in the new experimental
series, which will alternate with
"Omnibus" in the Sunday time period,
will be a penetrating analysis of the
migration to freedom of East Germans
during the past 13 years. Each "NBC
Kaleidoscope" will deal with an entirely
different subject, and various formats
and techniques will be utilized.

-----O-----

NBC-New York, 10/29/58

SIDELIGHTS ON NBC NEWS' "ELECTION NIGHT SPECIAL" TUESDAY, NOV. 4

(NBC-TV Network, Starting at 9 p.m., EST;

NBC Radio Network, starting at 8:05 p.m., EST)

The Canadian Broadcasting Corporation is sending announcers to the NBC News' Election Central in New York to telecast the proceedings to its Canadian audience.

* * *

In addition to its Election Central headquarters in New York, NBC News will have fully-staffed units ready for live pickups in Washington, Chicago and New York.

* * *

A Cellomatic rear-projection screen will show giant pictures of Senatorial and gubernatorial candidates as their races are discussed by TV anchor men Chet Huntley and David Brinkley.

* * *

The nine "Tote-Vote" boards, arranged in a huge semi-circle, are similar in operation to the pari-mutuel machines at the nation's major race tracks. The "Tote-Vote" and the pari-mutuel machines are both manufactured by the American Totalisator Company.

(more)

2 - 'Election Night Special'

A special 10-foot periscope lens attached to the regular NBC camera will be used for overhead shots of NBC News correspondent Richard Harkness as he projects results of crucial House races on the basis of early returns.

* * *

David Brinkley, all alone in what will be NBC's Election Central two hours later, will do a special spot on "NBC News -- The Huntley-Brinkley Report" Tuesday night, Nov. 4. Brinkley, alone in the giant studio will be in marked contrast to the mass of men and machines which will be in swift motion when the election coverage starts.

-----O-----

MARK SABER'S AIDE TAKES CASE OF "GIRLS AND DIAMONDS"

Mark Saber (Donald Gray), too busy to take a case, turns it over to his assistant Pete Paulson (Neil McCallum), who becomes involved in amusing -- and almost tragic -- situations in "Girls and Diamonds" on "Detective's Diary" Saturday, Nov. 15 (NBC-TV Network, 12:30 p.m., EST).

-----O-----

NBC-New York, 10/29/58



NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Nov. 9 - 15 (All Times EST)

Sunday, Nov. 9

7:30-8 p.m. -- "Northwest Passage" -- filmed adventures of Major Robert Rogers and his Rangers during the French and Indian War, starring Keith Larsen, Buddy Ebsen and Don Burnett. Tonight: "Sorrow Song."

8-9 p.m. -- "The Steve Allen Show" -- Steve's guests tonight are Harry Belafonte and the Harry Belafonte Folk Choir, Martha Raye and Johnny Carson.

Monday through Friday, Nov. 10-14

2-2:30 p.m. -- "Truth or Consequences" -- Bob Barker emcees this comedy-quiz and stunt show.

2:30-3 p.m. -- "Haggis Baggis" -- a game program starring Fred Robbins as emcee.

Monday, Nov. 10

7:30-8 p.m. -- "Tic Tac Dough" -- a quiz game with Win Elliot as host.

10-10:30 p.m. -- "The Arthur Murray Party" -- starring Kathryn and Arthur Murray, with guests.

Tuesday, Nov. 11

8-9 p.m. -- "The Eddie Fisher Show" -- Ethel Merman and Gary Crosby are Eddie's guests.

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, Nov. 12

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen as emcee.

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" --

Milton's guest tonight is Jimmy Durante.

Thursday, Nov. 13

10:30-11 p.m. -- "Masquerade Party" -- a panel of experts try to identify disguised personalities. Bert Parks is host.

Friday, Nov. 14

8-9 p.m. -- "Ellery Queen" -- a new mystery series starring George Nader as the writer-sleuth. Tonight's drama is titled "Double, Double."

Saturday, Nov. 15

8-9 p.m. -- "The Perry Como Show" -- Sally Ann Howes and Richard Adler are two of Perry's guests tonight.

-----O-----

NBC-New York, 10/29/58



JOE RYAN
ROOM 320

TELEVISION NEWS

3-X-H

October 30, 1958

MILTON BERLE WILL BE GUEST OF HONOR AT DINNER-SHOW
OF N. Y. CHAPTER, ACADEMY OF TV ARTS AND SCIENCES

Milton Berle -- a pioneer NBC-TV headliner and current Wednesday colorcast star on the network -- has been selected by the New York Chapter of the Academy of Television Arts and Sciences to be guest of honor at a dinner-show in February or March.

Berle will be subjected to a joshing routine tendered by fellow stars of television, movies and the theatre. Max Liebman will produce the show which will be presented during the dinner.

The event will mark the first of a series of annual dinners planned by the Academy's New York Chapter to honor men and women who have made important contributions to television over the years.

During the week of the dinner, Berle and the members of his NBC-TV Network show will come to New York to originate the "Milton Berle Starring in the Kraft Music Hall" colorcast (Wednesday, 9 p.m., EST).

-----O-----

'EXPLORING WITH HOPE'

- - -

Bob Hope Will Emcee Special Full-Hour Show on NBC-TV Network
In Cooperation with Boy Scouts to Spotlight Explorer Program

Bob Hope will emcee a special full-hour show, "Exploring with Hope," to be presented live from Hollywood by the NBC-TV Network in cooperation with the Boy Scouts of America, Saturday, Nov. 29 (4:30-5:30 p.m., EST).

The telecast, which will immediately follow the Army-Navy football game on the network, is designed to encourage young men of high school age to join the new Boy Scout Explorer program. Skin-diving and water sports will be among the Explorer activities portrayed.

Featured on the telecast will be Ben Alexander, who is the Sergeant Frank Smith of NBC-TV's "Dragnet"; Mollie Bee, the singer; the Bob Mitchell Boys Choir, Les Brown and his band, and Damiani and his Starlight Symphony.

Dr. Arthur A. Schuck, Chief Scout Executive, will induct a new Explorer into the ranks toward the close of the program, and Alfred Steele, president of Pepsi Cola, will speak briefly.

Andy Potter will be executive producer; Dean Craig, NBC producer, and Tom Belcher, director.

-----O-----

NBC-New York, 10/30/58

RECEIVED THE NEW YORK

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
125 WEST 47TH STREET
NEW YORK 19

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

125 WEST 47TH STREET

NEW YORK 19

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

125 WEST 47TH STREET

NEW YORK 19

NEW YORK

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

125 WEST 47TH STREET

NEW YORK 19

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

125 WEST 47TH STREET

NEW YORK 19

NEW YORK

NEW YORK

NEW YORK



NBC COLOR TELEVISION NEWS

'THE STRANGE CASE OF THE COSMIC RAYS'--SCIENCE STORY THAT
PARALLELS DETECTIVE FICTION--SCHEDULED ON BELL COLORCAST

A half-century of scientific research that parallels detective fiction in excitement and suspense will be unfolded in "The Strange Case of the Cosmic Rays," the second of the current season's science programs presented by the Bell Telephone Companies, Sunday, Nov. 23 (NBC-TV Network colorcast, 6-7 p.m., EST). The one-hour program, which shows the work of scientists throughout the world in tracking down cosmic rays, was produced by Frank Capra and was shown last season on the NBC-TV network, receiving widespread praise from the press and educational organizations.

Dr. Frank Baxter portrays a scientist and actor Richard Carlson a writer telling the story of the discovery and meaning of these strange rays that bombard the earth from outer space. Their audience in the film is a panel of detective story writers -- Poe, Dickens and Dostoevski -- portrayed by puppets created by Bil and Cora Baird. The program makes use of documentary film, dramatization, animation and exposition in detailing the story of the mysterious rays.

With airplanes, missiles and satellites all engaged in the study of these cosmic rays, and with the combined studies of 64 nations who currently are participating in the International Geophysical Year, the importance of cosmic rays has been brought to the attention of people all over the world. The new scheduling of the color film gives the public a background to today's science headlines.

-----O-----

NBC-New York, 10/30/58



SPOT SALES

News

October 30, 1958

NICHOLAS R. MADONNA JOINS RADIO SALES STAFF OF NBC SPOT SALES

Nicholas R. Madonna has joined the radio sales staff of NBC Spot Sales, it was announced today by Fred T. Lyons, Eastern Sales Manager of Radio Spot Sales.

Mr. Madonna had been an account executive with Edward Petry and Company, Inc., for the past five years. He had previously been on the sales staffs of Station WABC, New York, for one year; Avery Knodel, Inc., for three years, and Donald Cook, Inc., for four years. He was graduated from Fordham University in 1945.

Married and the father of two children, he lives in Yorktown Heights, Westchester County, N. Y.

-----O-----

